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THE NEWSWEEKLY OF RADIO AND TV

24TH year

You've Got to Get Up Mighty Early...

Watch for Big POWER-BOOST NEWS... COMING SOON!

NBC - BASIC
ABC - Dumont - CBS

To Beat This Bird in Southern New England TV!

This famous Rhode Island bird packs a powerhouse of live local showmanship day in and day out . . . a powerhouse that attracts accolades from *TV Guide*, *Variety*, *Boston Traveler*, *New York Times* and others.

And this showmanship is proven salesmanship . . . with Channel 10's live local shows averaging a big 87% share of homes using TV, in the latest Providence telepulse.

No wonder this early bird captures the market in Southern New England! The products that go to our rich market FIRST and leave shelves FASTEST are advertised on WJAR-TV.

National Representatives WEED Television

WJAR-TV CHANNEL 10 Providence, R. I.

BROWN & WILLIAMSON TOBACCO CORPORATION

Traditionally in the Public Confidence

In the long run it's public confidence in a name that makes a new product become a leader in its field. To what extent can public confidence be measured? Brown & Williamson Tobacco Corporation knows the answer. Viceroy cigarettes—newest member of this eminent tobacco family—is the world's largest-selling filter tip cigarette. A new dimension to cigarette smoking pleasure has been added with outstanding success. The Havens & Martin Inc., Stations, too, employ new dimensions to maintain a large and responsive audience throughout Virginia—one of the South's richest areas. Imaginative programming, distinguished public service, conscientious effort are but a few of the contributing factors that make Havens & Martin advertisers confident of a loyal audience—and mounting sales results. Join with confidence the First Stations of Virginia for your advertising needs—WMBG-AM, WCOD-FM and WTVR-TV, Richmond's only complete broadcasting institution.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.

Latch On to 15 Years of Accomplishment

Now in our 16th Year

On October 1, 1954
Intermountain Network celebrated
its 15th anniversary

In 15 eventful years Intermountain Network has grown from 3 stations serving a few hundred thousand people to 44 stations serving 4½ million people in the booming Intermountain West.

A SINCERE THANK YOU TO OUR ADVERTISERS who, through their faith, have made Intermountain Network strong.

A SINCERE THANKS TO OUR AFFILIATED STATIONS which have dominated their communities and made possible Intermountain Network's remarkable success.

WE LOOK FORWARD TO THE FUTURE with a pledge to deliver maximum audiences to our advertisers at lowest cost, through the strongest possible programming and an even greater dedication to the community. We shall continue to grow and progress, in order to keep ahead of all developments in the ever-changing field of radio.

For sales success in the Intermountain West, latch on to 15 years of accomplishment, growth, vigor and vitality. Latch on to Intermountain Network, now in its 16th year.

Inter Mountain Network

Lynn L. Meyer, President

44 STATIONS IN
IDAHO MONTANA WYOMING
UTAH NEBRASKA COLORADO
NEW MEXICO NEVADA TEXAS

Salt Lake City, Utah—146 So. Main
Denver, Colorado—Hotel Albany

Represented by Avery-Knodel, Inc.
New York - Chicago - Los Angeles
San Francisco - Dallas - Atlanta

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(Above) Community Antenna Tyler, Texas

A new 1521-foot KRLD-TV tower is now under construction . . . to serve an even wider area, adding many thousands of new viewers, and increasing KRLD-TV's (Channel 4) sales producing power.

FIVE OUT OF SIX NORTH TEXAS COMMUNITY ANTENNA SYSTEMS SAY.... KRLD-TV TOPS!

KRLD-TV, Channel 4, MAXIMUM POWER Station delivers the Best Picture and Most Reliable Service *TODAY* . . . Same as in the past.

In a written survey of Six North Texas Community Antenna Systems comprising Tyler, Denison, Sherman, Palestine, Sulphur Springs and Mineral Wells, five unqualifiedly stated KRLD-TV, Channel 4, continues to deliver the Best Picture and Service. One system declined to make a statement.

"The World's Greatest Names and Shows"

Exclusive CBS outlet for Dallas and Fort Worth

CBS **KRLD-TV**

The BIGGEST buy in the BIGGEST market in the BIGGEST State

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co., Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

Channel 4, Dallas
MAXIMUM POWER

closed circuit.

MONOPOLY PROBE • Whether there shall be full-scale inquiry of alleged "monopoly" in broadcasting and radio-tv manufacturing, with newspaper ownership overtones, will be determined any day by Sen. Kilgore, of West Virginia, who becomes chairman of powerful Judiciary Committee when Democrats organize Senate in January. Sen. Kilgore has invited Howard W. Chernoff, former managing director of West Virginia Network and now consultant on West Coast, to meet with him—probably this week—in Washington. If investigation is decided upon, Mr. Chernoff will be asked to serve as Committee consultant.

B•T

SEN KILGORE, who as minority member of Judiciary Committee last February lashed out against joint radio-tv station ownership, also opposes newspaper ownership and operation of networks and stations by manufacturing companies. He will talk project over with Mr. Chernoff, an old friend dating back to latter's active management of stations in West Virginia decade ago. Mr. Chernoff, who managed KFMB-TV until two years ago, is former newspaperman, and is well known broadcast executive.

B•T

SOUR NOTES • Inordinate increase in "rhythm and blues" type of disc jockey music on radio was discussed at NARTB Am Committee sessions in Washington last week. Committee, however, decided to study "race music" situation but with no immediate action in prospect. Some stations already have banned suggestive records, with prospect that voluntary action of this character will be encouraged.

B•T

ENTER "BROADCASTER" Thomas E. Dewey after New Year's. New York's governor, who relinquishes that office Jan. 1, reportedly is slated to acquire substantial minority interest in WROW-AM-TV Albany in which his longtime Pawling, N. Y., neighbor, CBS commentator Lowell Thomas, recently acquired interest. Another principal owner is Rep. Dean Taylor (R-N. Y.). WROW is in news this week as result of protest filed by WTRI (TV) Albany with FCC alleging infraction of FCC's regulations (story page 27).

B•T

DOWN MEXICO WAY • Despite secrecy thrown around U. S.-Mexican NARBA treaty deliberations, it's evident that U. S. delegation during last fortnight has become discouraged. Main contentions have to do with insistence of U. S. that clear channels be protected under old 650 mile border rule. Mexico, on other hand, has sought elimination of 650 mile rule and substitution of something it calls "contour protection."

B•T

WHERE MEXICAN conference will go was in suspended animation last week. FCC Comr. Rosel H. Hyde, chairman of U. S. delegation, returned to Washington last Wednesday to attend series of FCC meetings and planned to return Sunday only if outlook for agreement looked hopeful. It was felt that U. S. Government probably did not want him to return unless there was better than even chance of agreement. Conference should wind up in week or ten days.

B•T

SPECIAL PROJECT • There's more than meets eye in appointment of Newell T. Schwin as manager of sales development for CBS Radio Spot Sales as announced by network. It's understood Mr. Schwin will concentrate on those advertisers who once switched from radio to television, then abandoned tv without returning to aural medium. No replacement for Mr. Schwin is contemplated at CBS Chicago where, as executive assistant to H. Leslie Atlass, he was troubleshooter on WBBM-TV-Zenith ch. 2 dispute, now resolved.

B•T

INNOVATION proposed for upcoming NARTB convention in Washington (week of May 22) is for series of state association breakfast meetings with full Congressional delegations. Proposal advanced by Jack Harris, KPRC-AM-TV Houston general manager, will be on agenda of NARTB General Convention Committee which meets Jan. 25 in Hollywood Beach, Fla., at time of radio and tv board meetings.

B•T

SITTING TIGHT • You can virtually write off possibility that National Collegiate Athletic Assn. will liberalize its football tv policy out of fears that national advertisers would be reluctant to continue picking up sizable tab for once-a-week slate. Its tv committee is smug on subject and feels competitive network situation will assure some tv coverage, even at rock-bottom rates. Committee's attitude as reflected at last week's Chicago meeting was one of "take it or leave it" to networks.

B•T

GABBY HAYES SHOW, *52-week half-hour tv series, has been bought by Associated Artists Productions Inc., from Martin Stone, president of Kagran Inc. Distribution will be made by Motion Pictures for Television.*

SELLING SUBSCRIPTION • Proponents of subscription tv are working overtime now that FCC staff has made initial pitch to Commission on proposed procedures (story page 64). Zenith's Millard (Tex) Faught, who has been one-man Chautauqua for past three years on Zenith Phonevision, traipsed about Capitol Hill last week coincident with filing of Zenith's petition with FCC seeking short-cut. Likelihood is Commission will move cautiously, first asking for informal comments, having in mind that in tackling box-office tv, it comes to grips with problem that may mean evolution of new national policy on use of tv channels.

B•T

NARTB statisticians expected to arrive at final tabulations this week on extent and amount of beer and wine advertising on radio and tv for "composite week" during period Sept. 1, 1953-Aug. 31, 1954. From this figure report will be made at beginning of next Congress in accordance with House Commerce Committee mandate, which asked for this data in report on 83d Congress' Bryson Bill on liquor advertising. Some 80% of radio-tv stations replied to NARTB questionnaire on subject.

B•T

HEARING CANCELED • Planned hearing session by Senate Rules Subcommittee, which among other things has been studying whether radio-tv should have access to open congressional hearings, has evaporated with end of special Senate session, although Chairman William E. Jenner (R-Ind.) had announced three Senators would testify: Watkins (R-Utah), Capehart (R-Ind.) and Kefauver (D-Tenn.). Reason—Senators are in hurry to get out of Washington. Senate unit expected to submit its report and recommendations around beginning of next Congress.

B•T

ED J. DEGRAY, director of radio station relations for CBS, has resigned effective Dec. 15. He has not announced future plans. He was formerly with WBT Charlotte.

B•T

FEUDERS' FUN • Shift of American Federation of Labor quarter-hour, across-board news program from Mutual to ABC Radio, effective first of year [B•T, Nov. 29], said to be causing jubilation in ranks of Local 802, American Federation of Musicians, which has been feuding with Mutual's WOR-AM-TV New York since station gave up entire musician staff of 40 last March.

Super-Powered for your profit

a wonderful combination!

A *rich market* with 967,300 families who have an annual effective buying income of over five *billion* dollars. A *super-powered station*—the one station that reaches this vast territory, and exerts tremendous influence on the spending habits of this buying audience.

STEINMAN STATION
Clair McCollough, Pres.

CHANNEL 8-LAND

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin
Hazleton	Lock Haven	Bloomsburg

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

at deadline

Hitz, McFadden, Shea Named To NBC Vice Presidencies

ELECTION of three top NBC executives to vice presidencies is being announced today (Mon.) by NBC President Sylvester L. Weaver Jr. Named are Edward R. Hitz as vice president in charge of television network sales, Central Div.; Thomas B. McFadden as vice president in charge of NBC Spot Sales, and Hamilton Shea as vice president in charge of WRCA-AM-FM-TV, NBC o&o stations in New York.

Mr. Hitz has managed NBC's Central Div. television network sales office in Chicago since November 1952. Mr. McFadden, with 20 years NBC service, has headed NBC Spot Sales in New York since 1952. Mr. Shea, who joined NBC in 1949, has been general manager of NBC's New York stations since July 1953.

New Cost-Per-1,000 Data Plan To Be Issued by Hooper

INFORMATION from which tv advertiser or agency can "apply his own known cost figures per commercial to compute 'cost per 1,000 area homes watching per commercial second,'" to be issued quarterly in new report called "Hoopereports on Tv Commercials," C. E. Hooper Inc. is announcing today (Mon.).

Data will be on all individual tv commercials and "program promotions" during surveyed weeks on those stations and markets included in report, and will designate products advertised, identify announcer, starting time, approximate length, whether audio-video (or audio only or video only), whether network or non-network, rating and share (metropolitan), area homes watching and composition of audience. No attempt will be made to show if commercial is film or live, it was learned.

Data will be broken down in reports according to (1) chronological report by stations, (2) brand comparison by categories and (3) so-called "commercial exposure indexes." Latter will give "measure of the comparative commercial exposure between brands, and obtained by multiplying total "area homes" by total "commercial records" per brand, it was explained.

First report to be issued in February will cover five tv stations in New York and three in Philadelphia, with four in Chicago to be added in April and three in San Francisco in July and thereafter.

Senate Hearings Planned

SENATE Juvenile Delinquency Subcommittee expects to hold additional hearings on whether tv programs affect juvenile delinquency, spokesman said last week. Subcommittee has said its investigators are checking into films which are programmed on tv for children and may question some producers of such films if investigative work is complete by time of next tv hearing, date of which has not been decided. Meanwhile, spokesman said Sen. Robert C. Hendrickson (R-N. J.), chairman of group, will issue comments early this week on statement by NARTB Tv Code Review Board last week to subcommittee regarding films exhibited at Washington hearings in October [B•T, Oct. 25] (see story page 58).

IMPACT ON STOCK

STOCK of Westinghouse Electric Co. (which purchased WDTV (TV) Pittsburgh from DuMont Friday) opened on New York Exchange at 75¾ Friday and closed that day at 76⅝, up ⅞. Allen B. DuMont Labs stock, which gained ⅞ at close Thursday, opened on American Exchange at 16⅜ Friday and closed at 15¾, down ⅞. Westinghouse's high for 1954 was 76⅜; DuMont, 16⅝.

Hazeltine Color Receiver Uses Projection System

HAZELTINE Corp., Little Neck, L. I., last Friday demonstrated "an entirely new type" of color television receiver, which uses optical assembly system to project on flat screen full-color picture, said to be "somewhat larger than that of a 21-inch direct view tube."

American Optical Co., which produced optical assembly used in developmental set shown at meeting in Garden City, L. I., said it was prepared to produce sample assemblies for manufacturers early next year and be ready for full production by next fall. Developmental model used 2½-inch cathode-ray projection tubes, with each tube producing image in primary colors. It was explained through elaborate optical system, images from three tubes "are enlarged to produce a full color picture on flat screen."

ABC-TV Participation Plan

ABC-TV's entry into participations-sales format is scheduled Jan. 8 on Saturday morning hour-long *Your Better Home Show* (Sat., 11:30 a.m. to 12:30 p.m.) if network can line up at least five participating sponsors by that time, it was learned Friday. One participating client reportedly set. Network reportedly expects to clear minimum of 51 stations.

MONDAY MUSIC

PLANS to make Monday night "the most impressive musical evening's entertainment in radio" being set up by ABC Radio. Revisions which will lead to accent on music programming will begin next week and run through January.

Beginning Dec. 13, *Just Easy*, popular music show with Jack Gregson, now heard Tuesday through Friday, 8-9 p.m. (EST) will be expanded to Monday in 8-8:25 p.m. period. Show features Bobby Hackett's orchestra with Peggy Ann Ellis as vocalist. *Voice of Firestone*, sponsored by Firestone Tire & Rubber Co., is heard 8:30-9 p.m. *Metropolitan Opera Auditions*, will return to air Jan. 3, 9-9:30 p.m., presenting operatic soloists and concert orchestra. In late January, *Freedom Sings* will join ABC Radio, 9:30-10 p.m. EST, featuring U.S. Army symphony orchestra in pop music programs originating from Washington.

• BUSINESS BRIEFLY

BALLOON CONTRACTS • Giant Animal Co. buys 10 quarter-hour shows on NBC Radio to promote Christmas sales of animal balloon toys. Contract covers: 3:05-3:20 p.m. (EST) segment of *Woman in Love*, Mon.-Fri., 3:05-3:30 p.m., Dec. 6-10; *Hotel for Pets*, Tues. and Thurs., Dec. 7-9, 5:30-5:45 p.m. (EST); *One Man's Family*, Tues. and Wed., Dec. 7-8, 7:45-8 p.m. (EST), and news program, Sun., Dec. 5, 11-11:15 a.m. (EST). Agency: Duane Jones Co., N. Y.

ALLSTATE BUYS SPORTS • Allstate Insurance Co., Chicago, buys for 52 weeks *Sports Today With Bill Stern* on ABC Radio network, alternate days each week, Mon.-Fri., 5:45-6 p.m. (CST). Agency: Christiansen Adv. Agency, same city.

CHICLE SHOPPING • American Chicle Co., through Dancer-Fitzgerald-Sample, New York, shopping for alternate-week sponsorship of an evening tv show.

MENNEN INTERESTED • Mennen Co., through Kenyon & Eckhardt, interested in sponsoring *Phil Silvers Show* on CBS-TV, Tues., at 8 p.m., if time is cleared on network's Tuesday night lineup.

ASPIRIN SPOTS • St. Joseph Aspirin, through Lake, Spiro & Shurman, Memphis, planning three-week radio spot announcement saturation campaign in approximately 15 Midwest markets to promote its 1955 calendar offer. Schedule slated to break Dec. 22.

Insurer Buys Sports Series

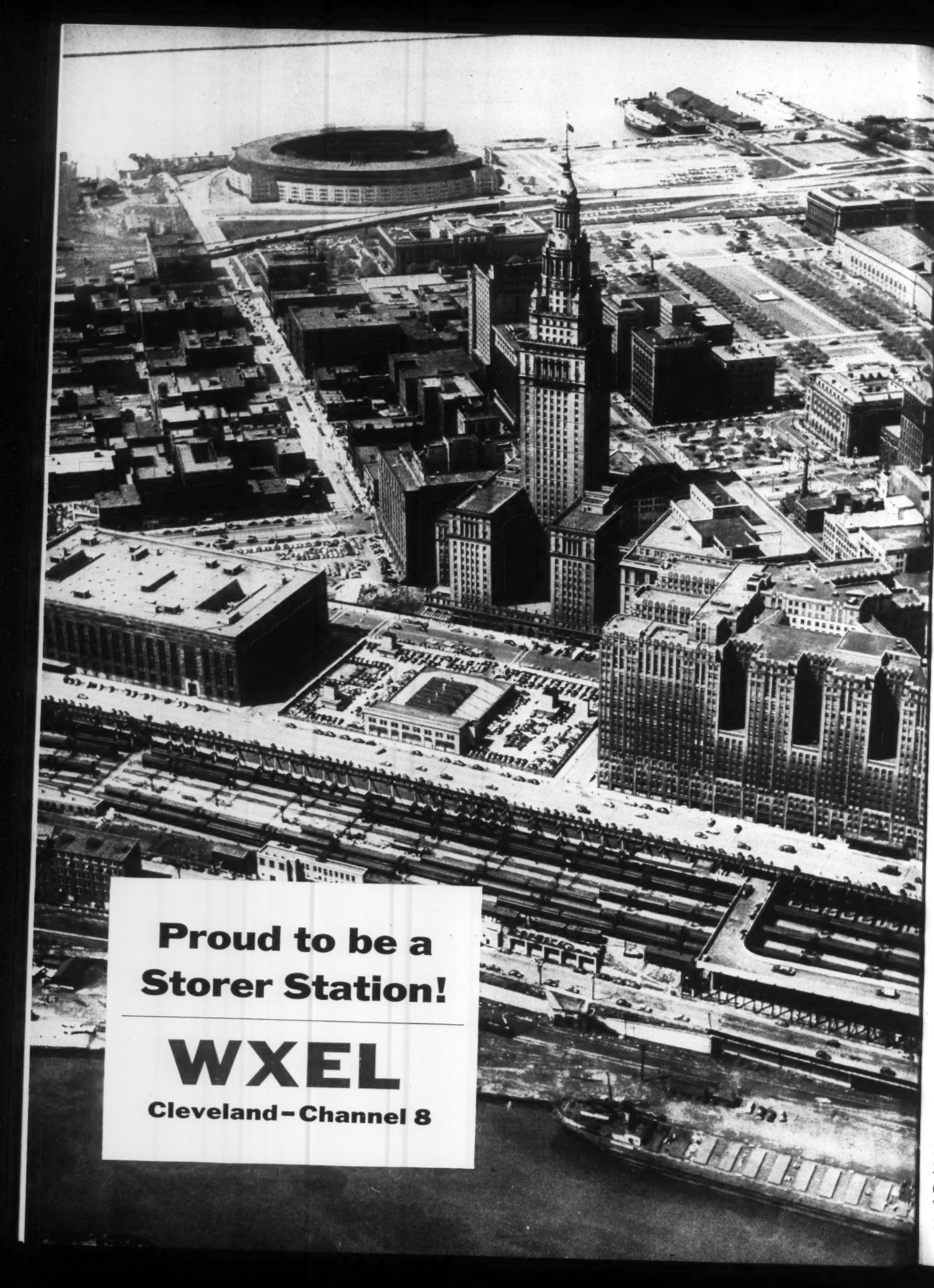
STATE FARM INSURANCE Co., Bloomington, Ill., to sponsor new *Red Barber's Corner* on CBS-TV from approximately 10:45 to 11 p.m. (EST) Wednesdays, following *Pabst Blue Ribbon Bouts*. State Farm Insurance Co. agency is Needham, Louis & Brorby, Chicago.

Staff Group Acquires WPAT

SALE of WPAT Paterson, N. J., to group headed by Dickens J. Wright, currently executive vice president and general manager, was announced Friday by *Passaic Daily News* through its president, former Congressman Dow H. Drukker. Sale price not disclosed. Station is owned by North Jersey Broadcasting Co., subsidiary of *Passaic Daily News*. Mr. Wright will become president and general manager under new ownership, which will assume control after customary FCC approval has been obtained. Station is on 930 kc, with 5 kw full-time. It has been on air since May 12, 1941.

Tulsa Uhf to Suspend

KCEB (TV) Tulsa, Okla., asked FCC Friday for permission to suspend operation on temporary basis and retain STA for six months. Ch. 33 outlet said it is losing network affiliations to vhf stations in area, cannot sell local or national advertisers on merits of uhf in mixed market.


Proud to be a
Storer Station!
WXEL
Cleveland – Channel 8

at deadline

Tv Output at Record Point; Radios Near Million in Month

WEEKLY tv set production rate in October was highest on record and total output in four-week month was exceeded in 1954 only by five-week September, according to Radio-Electronics-Tv Mfrs. Assn. Radio output increased over September, falling just shade off million mark and setting record for 1954.

Following are tv and radio set production figures by months for first 10 months of 1954:

	Television	Home Sets	Portables
Jan.	420,571	271,036	46,571
Feb.	426,933	233,063	98,275
Mar. (5 wks)	599,606	244,110	206,130
April	457,608	165,232	175,424
May	396,287	173,480	174,735
June (5 wks)	544,142	226,350	141,904
July	306,985	150,002	39,447
Aug.	633,387	280,607	74,713
Sept. (5 wks)	947,796	352,499	76,271
Oct.	921,476	343,269	97,331
	5,564,791	2,439,648	1,130,801
	Auto	Clock	Total Radio
Jan.	394,442	159,932	871,981
Feb.	331,961	105,933	769,232
Mar. (5 wks)	370,249	119,863	940,352
April	330,989	73,590	745,235
May	316,519	57,370	722,104
June (5 wks)	336,733	132,668	837,655
July	191,512	57,100	438,061
Aug.	275,008	155,171	785,499
Sept. (5 wks)	296,327	207,226	932,323
Oct.	336,683	220,505	997,788
	3,180,423	1,289,358	8,040,230

Extra Dividend Declared At RCA Board Meeting

RCA board of directors last Friday declared extra dividend of $.35 per share and quarterly dividend of $.25 per share on common stock of corporation, payable Jan. 24, 1955, to holders of record on Dec. 17, 1954. Brig. Gen. David Sarnoff, chairman of board, said future quarterly dividends by RCA will be made one month earlier than heretofore, with payments scheduled in April, July, October and January.

RCA board also declared dividend of $.87½ per share on RCA first preferred stock for period of Jan. 1, 1955 to March 31, 1955, payable April 1, 1955, to holders of such stock of record on March 14, 1955. Common stock dividends declared by RCA for 1954 totaled $18,898,000 and dividends on its outstanding preferred stock amounted to $3,153,000.

Election of Gen. Walter Bedell Smith as member of board of directors of RCA announced Friday by Brig. Gen. Sarnoff. Gen. Smith, wartime Chief of Staff to Gen. Eisenhower, is vice chairman of board of directors of American Machine & Foundry Co.

WJOL-AM-TV Joliet Transfer

SALE of WJOL-AM-TV Joliet, Ill., by W. H. Erwin Jr. and associates for $112,500 to Joseph F. Novy, chief engineer of WBBM-AM-FM-TV Chicago, and Jerome F. Cerny, WBBM engineer, was disclosed Friday in application tendered for FCC approval. WJOL-TV, not on air, is under construction on ch. 48.

Lafayette, La., Outlet Sold

KVOL-TV Lafayette, La., under construction on ch. 10 as share-time companion to KLFY-TV there, has been sold to KLFY-TV for $45,000 representing out-of-pocket expenses, FCC was advised Friday in bid for approval.

BASEBALL AGAIN

SENATE last week tabled resolution presented by Sen. Edwin C. Johnson (D-Colo.) on last day of special session which would exempt franchises entered into and enforced by baseball leagues from prosecution under anti-trust provisions of Sherman and Clayton Acts and Federal Trade Commission Act. Sen. Johnson is president of Western League, member of National Assn. of Professional Baseball Leagues (minors).

Sen. Johnson acknowledged that his resolution (S Res 334) had no relation with business at hand (McCarthy censure). The Colorado Democrat, who becomes governor of his state next year, introduced during first session of 83d Congress bill to restore baseball's Rule 1 (d) prohibiting broadcasts or telecasts of major or minor league games within 50-mile radius of home team's ball park, but bill was battled by broadcasters until it died on Senate calendar last August.

Beaumont and Tampa Grants Are Held Up by FCC

STAY of two final television grants—ch. 6 for KFDM-TV Beaumont, Tex., and ch. 13 for WTVT (TV) Tampa, Fla.—ordered by FCC Friday pending oral arguments scheduled Dec. 21 on petitions for reconsideration filed by losing applicants. Final rulings in both cases had reversed initial decision recommendations of hearing examiners.

In Beaumont case, petitions were filed by KRIC and KTRM for review of Aug. 6 decision which overruled examiner's initial decision favoring KTRM [B•T, Aug. 9]. Comrs. E. M. Webster, Frieda B. Hennock and Robert T. Bartley dissented in Friday action.

In Tampa ruling, petitions were filed by WDAE and Orange Television Broadcasting Co. for reconsideration of Sept. 3 decision which overturned examiner's initial decision preferring WDAE [B•T, Sept. 6]. Comrs. Webster, Hennock and Bartley again dissented.

In another major hearing action, Commission scheduled second oral argument Dec. 13 in case involving ch. 12 WPRO-TV Providence, R. I., whose final grant was stayed over year ago pending hearing on Sec. 309(c) economic protest by ch. 16 WNET (TV) there. Initial decision of examiner last April, which merely set forth findings of fact and certified record, was first heard in argument in mid-September. Concurring view Friday by Comr. Hennock indicated second argument is required since case resulted in tie vote before Commission recently.

Commission majority denied petition of Columbia Empire Telecasters Inc. to stay and reconsider grant of ch. 12 at Portland, Ore., to Oregon Television Inc. for KLOR (TV). FCC found charges involving Walter Stiles incident and alleged misrepresentations by successful applicant "are not supported by substantial evidence" [B•T, Sept. 6, Aug. 30]. Comr. Rosel H. Hyde dissented and Comrs. Webster and Bartley partially dissented from majority action. Besides Columbia Empire, other unsuccessful applicant in ch. 12 case was Northwest Television & Broadcasting Co.

Springfield Tv Decision

PAST operating record of broadcast station won Sangamon Valley Tv Corp. (40% owned by WTAX-AM-FM Springfield, Ill.) hearing examiner's nod for Springfield ch. 2 in initial decision issued Friday. Examiner Millard F. French also proposed denying competing applicant, WMAY-TV Inc., 50% owned by WMAY Springfield and 28.5% by Lee Ruwitch, general manager, WTVJ (TV) Miami.

PEOPLE

GEORGE KAPEL, formerly manager of KOMU-TV Columbia, Mo., and previously active in sales and administrative capacities at other stations, to sales staff of WGN-TV Chicago.

WILLIAM REEDE, head of his own agency in international field, to Grant Adv. as regional manager for Europe, it was announced by **FRED SPENCE,** head of Grant's International Division.

JOHN LAFARGE, Grey Adv., to Ruthrauff & Ryan, N. Y., as copy group head.

RCA 21-Inch Color Sets In Commercial Production

FULL DETAILS on first RCA Victor color television receivers incorporating new RCA 21-inch tri-color tube, now in commercial production at Camden, N. J., plant, are being announced today (Mon.) by Henry G. Baker, vice president and general manager, RCA Victor Div.

Mr. Baker said limited quantities of color receivers are scheduled to be shipped to distributors late this month. They are expected to be available in dealer stores in January, he said, at suggested retail price of $895.

RCA Victor is planning only limited production initially, emphasizing quality rather than quantity, according to Mr. Baker. He stressed that "intensive work is still underway with the objective of achieving further cost reduction," but added that RCA did not foresee large mass production of color sets in 1955.

NARTB Group to Expand Tv Information Program

NEXT three months to be devoted to expanded campaign to promote more active tv station participation in its program of spreading public information on television's social, cultural and economic benefits, NARTB Television Information Committee decided Friday at meeting in New York. Committee itself will expand types and amount of such information it distributes to stations for use in speeches, on air, etc., and will meet again in three months to review progress.

WORC Worcester, Mass., Sold

WORC Worcester, Mass., 1 kw ABC outlet on 1310 kc, purchased for $94,000 by group headed by Robert F. Bryar, New York City tv announcer who is president of purchasing group, WORC Inc. Harold Kaye, formerly head of advertising agency bearing his name, will be vice president. Sellers are C. George Taylor and Robert T. Engles, also owners of WHIM Providence, R. I. WORC sale, which is subject to customary FCC approval, was handled by Howard E. Stark, New York broker.

RCA Denied Stay Order

SECOND attempt in as many days to postpone Zenith Radio Corp.'s $16 million anti-trust suit against RCA in Chicago failed Friday when Federal Judge Michael L. Igoe denied RCA motion for stay. Day earlier in Washington, Supreme Court Associate Justice Sherman Minton denied RCA request for stay order (see early story on page 76). Zenith officials said they will begin taking depositions today (Monday) from RCA officials.

Geneva Pact Compliance

NEARLY full compliance with provisions of 1951 Geneva Agreement to implement 1947 Atlantic City frequency allocation pact was announced by FCC Friday in progress report detailing domestic allocation status in various services, including broadcasting.

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coming in b•t

THE BIGGEST CUSTOMERS OF RADIO-TV
B•T's annual authoritative survey of leading agencies and billings Dec. 20 issue

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*Reg. U. S. Patent Office

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We cover the Houston MARKET

I'm a cat. I work for some people.

They gave me a job to do: go cover Houston. Get the facts. Give us the pitch. Case the town good.

Gave 'em the facts straight:

Houston's got a million people, all rolling in dough. Rich. Lots of 'em new. Biggest burg in the South. People had everything but kept wanting more. Still want more. TV station sold out all the time. No real hot stuff available.

Told 'em what they had to do:

Build a new TV station. They built it. KTRK-TV, Channel 13. Tie it in with ABC. They did it. Print a rate card. They did it. They're in business.

But it's easy to underestimate in Texas, and I underestimated.

Should have told 'em to build TEN new TV stations. Their prime time's all but gone now.

Take this cat's advice: get in there now while there's something left. Lush market, man. Set-up. Go knock it over.

KTRK-TV Reception Area
*Population: 1,354,200.**
Effective Buying Income:
*$2,378,000,000.00.**

**Sales Management Index.*

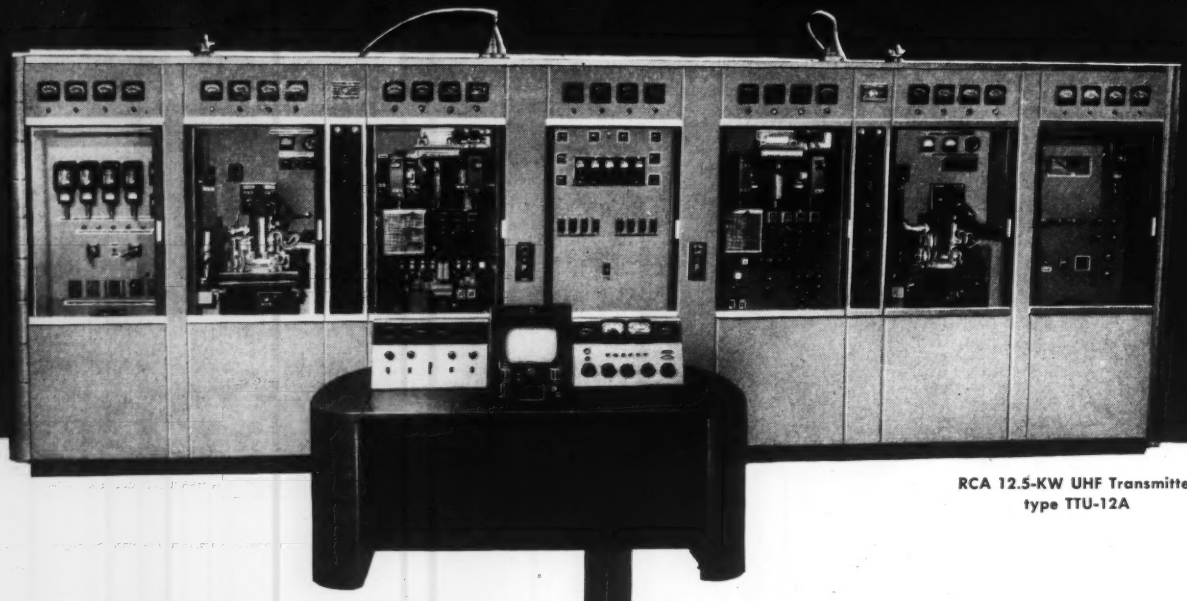
KTRK-TV

THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12

HOUSTON CONSOLIDATED TELEVISION CO.
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett

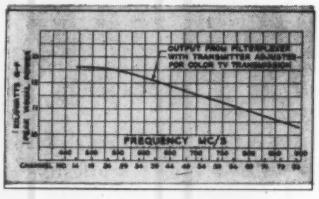
NATIONAL REPRESENTATIVES:
BLAIR-TV, 150 E. 43rd St.,
New York 17, N. Y.

HOUSTON 1, TEXAS — ABC BASIC



RCA 12.5-KW UHF Transmitter
type TTU-12A

❶ 12.5-KW UHF Power Available



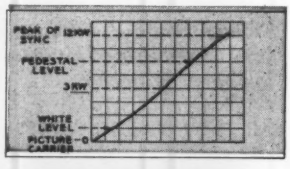
With RCA's new transmitter, you get full *12½-kilowatt output* (at the low end of the band). Moreover, you get this with all adjustments made for optimum color transmission—and with an extra-large allowance (10%) for losses in the Filterplexer. In most cases, loss is actually much less, so that output on some channels is nearly 14 KW.

❷ Up To 750 KW ERP

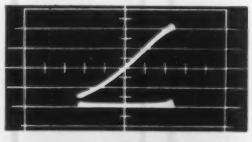
Operated in combination with an RCA high-gain UHF Pylon Antenna, Types TFU-46AL/52AM/60AH, this 12.5-KW transmitter is capable of providing an ERP up to 750 KW.

❸ Designed for Color

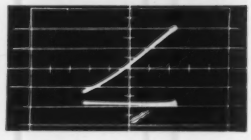
Performance requirements for color are much more stringent than for monochrome. The TTU-12A was designed to meet color requirements. Over-all linearity is virtually a straight line—from white level to sync signal peaks. Wide band width provides excellent response out to 4.2 MC. And the very important phase vs. amplitude response is constant over the whole operating range.



Curve illustrating the linearity characteristic of the RCA TTU-12A transmitter. This overall performance curve was obtained by feeding the transmitter input through an RCA TA-7A Color Stabilizing Amplifier.

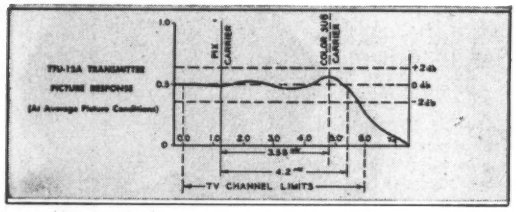


A linearity trace (taken directly from an oscilloscope) of the TTU-12A transmitter at 12 KW "peak-of-sync."



Another linearity trace (taken directly from an oscilloscope) of the TTU-1B when driving the TTU-12A to 12 KW "peak-of-sync." "P.A." output.

❹ Unsurpassed Monochrome Quality



Equally important—you get SUPER MONOCHROME QUALITY with this RCA UHF transmitter. It exceeds FCC requirements for satisfactory monochrome operation by a wide margin! Since the RCA transmitter is adjusted for the more stringent color requirements, it is particularly good for monochrome.

❺ Conventional Tubes Throughout

The latest circuit principles and techniques are employed in the TTU-12A—but they are easily understood by all station operators. That's because *only conventional type tubes are used.* For example, the RCA-developed high-power tetrode (RCA-6448) is used in both aural and visual "P.A.'s". This tube is small and easy to handle—fits into a unique "glide-in" cavity assembly that can be interchanged quickly and easily. The result is a high-power UHF transmitter that is as simple, reliable, and convenient to operate as standard broadcast transmitters.

❻ Economical To Operate

Average power consumption of the TTU-12A is less than other UHF transmitters of equivalent power. Tubes are designed for long operating life. At conservative estimates, these provide total savings up to $34,000—based on a 10-year operation. See the typical readings and performance characteristics in Table I.

TABLE I

(Typical Transmitter Specifications and Meter Readings)

Transmitter Power Consumption (approx.):		
Average Picture	85 KW	
Power Factor	0.9	
Transmitter Output Meter Readings:	**Peak of Sync**	**Aural (C.W.**
Power Output (transmitter)	14.0 KW	8.4 KW
Power Output (Filterplexer)	12.6 KW	7.6 KW
Plate Efficiency	47.6%	33.3%
Transmitter Overall Dimensions:		
Width (front line cabinets)	235"	
Height	84"	
Depth	32-9/16"	
Weight	6000 lbs. (approx.)	

Why RCA's 12.5-KW IS PREFERRED BY UHF STATIONS

⑦ RCA 1-KW Driver—Plenty of Reserve

The RCA 12.5-KW UHF transmitter uses the famous RCA TTU-1B 1-KW UHF transmitter as the driver. This transmitter, now used by nearly a hundred UHF stations, has established an outstanding record for performance and reliability. If you want to begin UHF operations with one kilowatt now, you can do so with an RCA TTU-1B 1-KW transmitter. Then add an RCA 12.5-KW UHF power amplifier later.

⑧ Space-Saving Mechanical Features

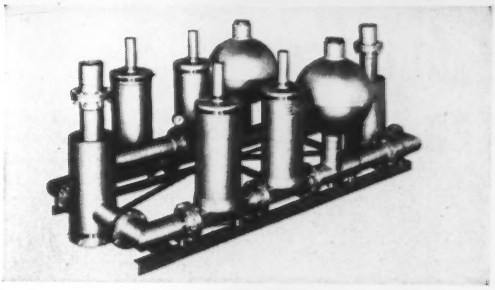
Horizontally sliding doors, front and back, save on workable floor space—give the operators more elbow room. Small cubicles (27″ wide, 32″ deep, 84″ high) enable you to move them through standard doorways and in and out of standard elevators. Pre-formed intercabinet connecting cables reduce installation costs.

⑨ 10 Micro-Second, Fault-Protection

Unique electronic overload protection completely safeguards power tubes and circuitry against momentary or sustained overload. (For example, the protection circuit will remove power so fast it will prevent damage to a wire as fine as 0.005-inch diameter shorted across the 7000-volt power supply!)

⑩ Hi-Lo Cutback Reduces "Off-Air" Time

With the TTU-12A transmitter you can cut back to a generous 1-KW power level—and stay "on-air" while making emergency repairs to the 12½-KW amplifier. Moreover, small size tube cavities in the power amplifiers may be interchanged in less than 5 minutes—enabling you to return to full power promptly.

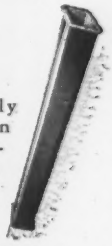


RCA TTU-12A Filterplexer

⑪ You Pay Nothing for "Extras"

The price of the RCA 12.5-KW UHF includes the complete transmitter package. No "extra" charge for UHF Filterplexer (combination sideband filter and diplexer). No "extra" charge for one complete set of tubes. No "extra" charge for two sets of crystals, two P.A. "glide-in" cavity dollies, one spare cavity, two water pumps, and pyranol-filled plate transformer.

Specify a Completely Matched UHF System

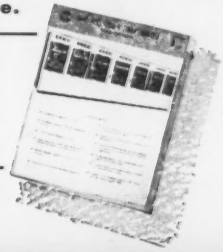


RCA UHF Waveguide Section

RCA can supply a completely matched system to meet any station requirement. This includes the antenna and tower, transmitter, console, monitoring equipment, transmission line or waveguide, and the many other accessories needed to put a UHF station on the air. Everything is matched for peak performance and you get everything from one reliable source—RCA!

For complete information on the RCA 12.5-KW UHF transmitter—and RCA UHF accessories—call your RCA Broadcast Sales Representative.

New brochure on the RCA 12.5-KW UHF transmitter. Includes technical specifications, floor plans. Free from your RCA Broadcast Sales Representative.



RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

GOOD . . . advertising

always pays in the . . . . .

RICH, GROWING NORTH CAROLINA MARKET

BETTER . . . coverage

than ever before is yours with

RADIO in the . . . . . .

15-county Winston-Salem NORTH CAROLINA Market

BEST . . . buy morning,

afternoon and evening is

WSJS

NBC

AFFILIATE

600 KC—5 KW

AM - FM

Represented by

HEADLEY-REED CO.

GENERAL ELECTRIC THEATRE

AFTER ONE ACCEPTED the premise that Jack Benny has a face no one can remember, the CBS-TV *General Electric Theatre* presentation of "The Face Is Familiar" on Nov. 21 became sheer fun. The story, previously done by the comedian on a *Suspense* radio program, truly used tv to great advantage. As a nondescript waiter who is inveigled by a group of gangsters into robbing a bank for $50,000, Mr. Benny was his usual smooth, perfectly-timed self as the man gullible enough to get into such a situation and then be unable to confess because nobody recognizes him.

Mr. Benny is competent as an actor when he gets the proper vehicle. He has the advantage, not common among comedians whose established individual personalities carry them along year after year, of submerging his hand mannerisms, facial expressions and delivery to fit the characterization. His waiter, as written, was compatible with the Benny of radio-tv but it was not limited to and by the latter.

The supporting cast was excellent. Otto Kruger enacted the "Boss." Jess White was the gangster who picks the waiter as the patsy, and Benny Rubin, as the vending machine man in line in the bank, was outstanding.

General Electric, dividing its Sunday evening series between live and film, is supposedly letting Executive Producer Mort Abrahams work without the limitations of a fixed budget and in addition has put out a call for "offbeat" scripts. The series has had remarkably few of the duds which usually follow any sort of experimentation and, instead, has come up with some top drawer half-hours. Notable, among others, have been "High Green Wall," taken from an Evelyn Waugh story, and Sherwood Anderson's "I'm a Fool." All in all, this is a noteworthy series.

Don Herbert, also known as *Mr. Wizard*, handles the institutional type of commercials with dignity and authority. Ronald Reagan proves a most gracious host in addition to serving as program supervisor.

Production cost: over $50,000 (Nov. 21).
Sponsor: General Electric (institutional), through BBDO.
Produced on film through facilities of Revue Productions.
Executive producer: Mort Abrahams; producer: Z. Wayne Griffin; director: Frank Tashlin.
Program supervisor and host: Ronald Reagan.
Cast: Jack Benny, Otto Kruger, Jess White, Chick Chandler, Benny Rubin, Joe Kearns, Grace Hayle (Nov. 21).
Writers: Howard Snyder and Hugh Wedlock, from an original story by Arthur Ross.

MACBETH

THERE was a performance! We mean the Maurice Evans-Judith Anderson "Macbeth" colorcast on *Hallmark Hall of Fame*, NBC-TV, Nov. 28. It had virtually everything one could want. Above all it used the tv camera the way it should be used—close, tight shots to show the inner turmoil of the tortured Macbeth, power-hungry but fearful.

Not the least reason for the effectiveness of the Evans televersion was that it ran for a full two hours. This permitted a cumulative build-up of histrionics that overwhelmed the audience. For this was a true Shakespearean tragedy—blood and murder all over the lot

Evans acted it to the hilt—'sblood, did he not? His characterization of the grasping thane, basically weak and afraid, but driven inexorably to his doom at Dunsinane, may have or may not have been great Shakespeare, but it certainly was magnificent tv. This portrayal was enhanced by the happy concept of filling the screen with Evans' tormented face at the height of the famous soliloquies. Indubitably, it was Evans' show.

Judith Anderson's Lady Macbeth was the epitome of the scheming wife, pushing her husband to his infamous deeds and breaking under the horror of the bloodbath that follows her lust for power. If any one should be given the accolade for this outstanding production, it should be Miss Anderson. Her sleepwalking scene held this viewer breathless.

Other members of the cast performed excellently. Particularly effective was Pat O'Malley in the porter's drunk scene. Also worth special mention were the witches, whose presence was made more symbolic by the lighting and camera angles.

A special commendation should be given to the leading characters, who made Shakespeare's majestic language come alive. Undoubtedly, Shakespeake is meant to be played, not read, and this performance showed how true this is.

As to the colorcast, we are of two minds: It enhanced the pageantry in the scenes peopled by the full cast, but we don't believe it added anything significant to the basic production. After all, the whole tenor of Macbeth is that of a gray, brooding tragedy.

We're no authority on Shakespeare, God wot, and whether this was good Shakespeare or bad Shakespeare we won't attempt to decide. But, acknowledging the limitations of the tv screen for the presentation of full-peopled, multiple-plotted spectacles which are the essence of Shakespeare's tragedies, we feel that everyone concerned with this production has reason to be proud. Certainly, the set, the flow of scene into scene and the camera work were superior tv (and we should think very good Shakespeare). It bore out every promise Evans and company indicated in the previous telecasts of *Hamlet* and *Richard II*. It warrants a bow in the direction of the producers, the director and all of the production staff.

Production cost: $35,000 to $40,000
Sponsor: Hall Brothers through Foote, Cone & Belding.
Broadcast live on NBC-TV in color, Nov. 28, 4-6 p.m. EST.
Production and Tv Adaptation: Maurice Evans; director: George Shaefer; NBC producer-director: Hudson Faussett; NBC executive producer: Jack Rayel; associate producers: Mildred Freed Alberg, Emmett Rogers; associate director: Sutton Roley; technical director: Robert Long.
Music composed and conducted by Lehman Engel.
Settings: Otis Riggs
Costumes: Noel Taylor
Co-Stars: Maurice Evans as Macbeth; Judith Anderson as Lady Macbeth.

★ ★ ★

BOOKS

TV SERVICE DATA BOOK, by Milton S. Kiver. Howard W. Sams & Co., Indianapolis. 112 pp. $1.50.

THIS BOOK is designed as an "easily-used reference source for most of the data needed in daily service work" by technicians and technical students. It is described as a concise source for data which heretofore had been available only in large, complex works or in separate forms.

The book has four chapters covering servicing, installation, components and mathematics, with accompanying charts, tables and illustrations. Among the sub-titles: test probes, test patterns, tv channel frequencies, capacitor and resistor color codes, and conversion factors.

More reasons why WFBM-TV is "First in Indiana"

COVERAGE

POPULATION, 1954	2,226,700
FAMILIES, 1954	695,840

Note: The population and number of families in WFBM-TV's 0.1 mv (figures listed above) are greater than the combined state totals in New Hampshire, Idaho, Vermont and South Dakota.

* Circles indicate contours as registered with the FCC.

WFBM-TV
INDIANAPOLIS

Represented Nationally by
The Katz Agency

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids

THE SHOW: Out of this world

THE RESULTS: Down to earth

"Space Ship" is an original show which was created and is produced entirely by WDSU-TV for Ward Baking Company. WDSU-TV's outstanding team of producer-director-sound-script-art-lighting dreamed up a show which children eat up. They also eat up Ward's Tip Top products in a down-to-earth manner that seems to satisfy the sponsor very well.

"Space Ship" is typical of the locally produced, locally slanted shows that WDSU-TV puts on for a top-name roster of nationally distributed products. Why not let WDSU-TV create a show for you?

WDSU-TV • NEW ORLEANS

WREX-TV
CHANNEL 13
ROCKFORD, ILLINOIS

The ONLY Station covering the Billion Dollar Rockford-Madison area market.

Rockford is 31% above NATIONAL AVERAGE on per capita income. ROCKFORD is 20% above NATIONAL AVERAGE on per family income.

WRITE FOR WREX-TV COVERAGE MAP

showing the "island of sales" with over 1,000,000 people, and the non-duplicated CBS coverage.

WREX-TV
CBS Rockford 13 ABC Illinois
45,700 WATTS E. R. P.
represented by
H-R TELEVISION INC.

OPEN MIKE

Time to Crack Down

EDITOR:

Isn't it about time that there was a crackdown on performers on radio and tv making so-called "clever" remarks at the expense of another medium? For example, recording artists who make their money from records played on radio stations getting on tv and saying "back in the days of radio," "you remember radio," etc.

If these artists do not appreciate the radio stations playing their records, I'm sure the disc jockeys across the nation will be most happy to play artists who are grateful for every single airing of a record they get. . . . Just imagine how fast an artist would vanish from the nationwide picture if the 3,000 plus radio stations stopped playing his records.

Jim Stewart, Program Dir.
WHEP Foley, Ala.

Tv Stock Offer Identified

EDITOR:

I have your magazine for Nov. 22 and notice on page 5 your comment concerning the prospectus concerning a stock offer at $1 per share to Rhode Island residents. Please be advised that your statement is entirely inaccurate as this company has no public stock offering of any sort.

Your comment presumably is based upon a stock offering by Television Associates Inc., which is not the permittee of Channel 16 but merely holds certain minority stock rights in the permittee which is Channel 16 of Rhode Island Inc.

Channel 16 of Rhode Island Inc. is entirely disassociated with such offer.

Abraham Belilove, Vice President
Channel 16 of Rhode Island Inc.
WNST Providence, R. I.

Competition Helps Fan Mags

EDITOR:

We would like to point out something that apparently Mr. Earl Abrams completely overlooked in his feature, "Fan Magazines" [B•T, Nov. 22].

Mr. Abrams seems to accept a dim view of the future of local tv-listing magazines. We would like to point out our own sales pattern as an example of a situation we understand exists elsewhere in various markets.

The sale of *Tv News*, a local Indiana tv-listing magazine, has increased to an all-time high since the advent of *Tv Guide* in this area. In addition, we have knowledge that *Guide* is also enjoying a good sale in this area. . . . We feel Mr. Abrams overlooked the fact that often a competitive situation—whether it be in telecasting or in publishing—brings about a most happy circumstance for all parties involved. . . .

Don Satterfield
Publisher
Tv News,
Indianapolis, Ind.

WMAZ Has 103 for 4

I am sure you will receive many letters telling those juniors at KMMJ to move over [OPEN MIKE, Nov. 15].

They mention 5 for a total of 85 years and ask if any other station can beat their record. Here at WMAZ George Rankin has been chief engineer for 32 years; I have been on the job 27; our porter has been general factotum for 23 years and "Red" Cross has been commercial manager 21—all 4 for a total of 103 years.

While he is not on our regular staff, our county agent, D. F. Bruce, has been broadcasting regularly over WMAZ more years continuously than any other county agent in the U. S.—27 years. Just to keep adding to the record, our engineering department includes Bob Ingle, 14 years; Ed Discher, 14 years, and Bill Bryan, 13 years. Lloyd Harris has been announcing 11 years and Albert Sanders has completed 10 years. . . . We probably have five or six others who have been here more than the eight years KMMJ throws in to get their total, but we just don't start counting until they have served a 10-year apprenticeship!

Wilton E. Cobb, Gen. Mgr.
WMAZ Macon, Ga.

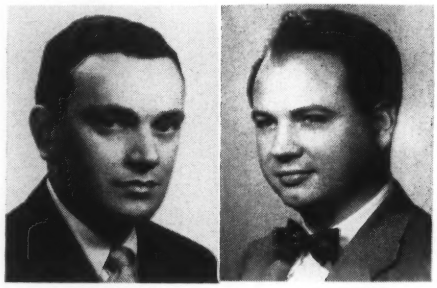
[EDITOR'S NOTE: KMMJ Grand Island, Neb., reported five announcers with a total of 85 years at that station, asked if any other station could top that record.]

Mixed Managers

EDITOR:

Many thanks for the wonderful story in the Nov. 29 BROADCASTING • TELECASTING concerning the progress of the Storer Broadcasting Co.

I was quite surprised to see a nice photograph of Willard Dougherty [vice president and general manager, WDOK Cleveland] over my



MR. KELLY MR. DOUGHERTY

name in connection with this story. Will and I have been good friends and business associates lo, these many years but I am sure that both Will and B•T would prefer to give the devil his due. Hence, I am enclosing a picture closely resembling a guy named Jack Kelly.

John D. Kelly, Gen. Mgr.
WJW Cleveland

Baptists Like 'Religion on the Air'

EDITOR:

Thank you for the information you submitted to Rev. Paul Stevens regarding . . . the article "Religion on the Air" [B•T, Nov. 15].

What he actually wanted was permission to quote extensively from your article in our publication, *The Beam*. . . .

Clarence Duncan
Director of Publicity
The Radio & Television
Commission of the Southern
Baptist Convention
Atlanta, Ga.

[EDITOR'S NOTE: Permission granted.]

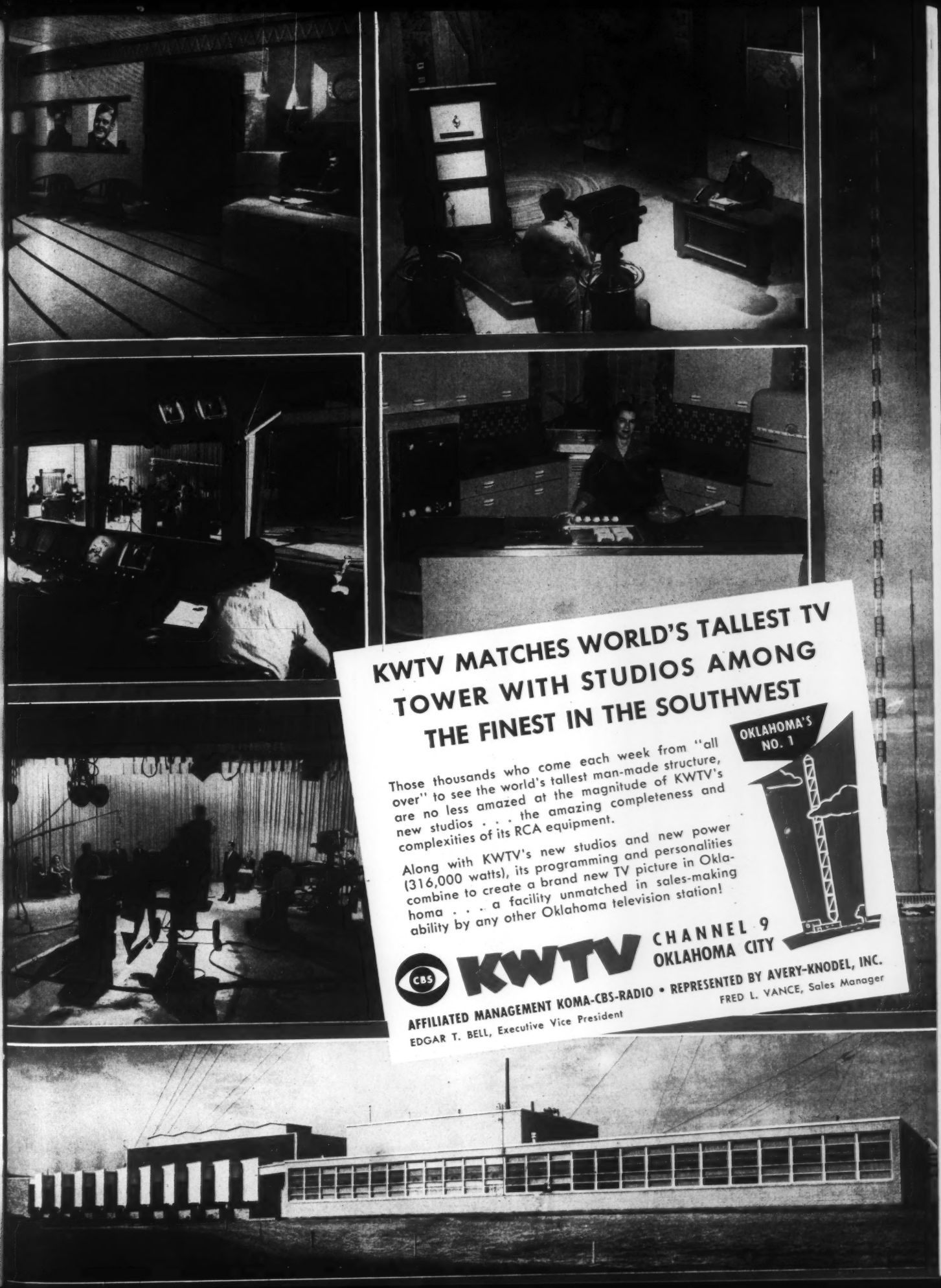
Copywriter's Strain

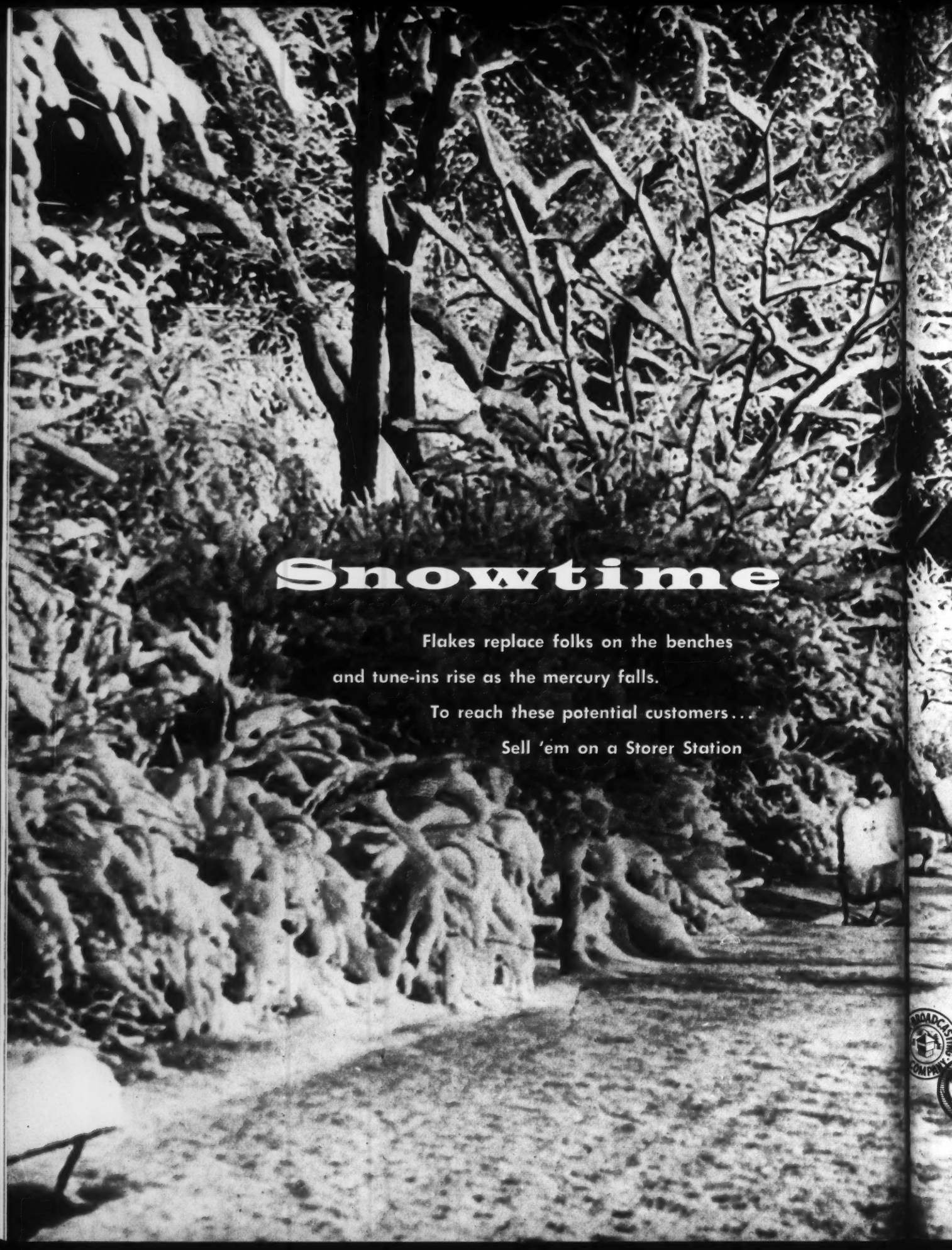
EDITOR:

I have just seen what you did with Jim Young's comments on "copywriter's strain" [B•T, Nov. 29].

Excellent!

Maxwell Fox
Public Relations Director
The Advertising Council
New York


KWTV MATCHES WORLD'S TALLEST TV TOWER WITH STUDIOS AMONG THE FINEST IN THE SOUTHWEST
OKLAHOMA'S NO. 1
Those thousands who come each week from "all over" to see the world's tallest man-made structure, are no less amazed at the magnitude of KWTV's new studios . . . the amazing completeness and complexities of its RCA equipment.
Along with KWTV's new studios and new power (316,000 watts), its programming and personalities combine to create a brand new TV picture in Oklahoma . . . a facility unmatched in sales-making ability by any other Oklahoma television station!
CBS
KWTV
CHANNEL 9
OKLAHOMA CITY
AFFILIATED MANAGEMENT KOMA-CBS-RADIO • REPRESENTED BY AVERY-KNODEL, INC.
EDGAR T. BELL, Executive Vice President
FRED L. VANCE, Sales Manager


Snowtime
Flakes replace folks on the benches
and tune-ins rise as the mercury falls.
To reach these potential customers...
Sell 'em on a Storer Station

STORER BROADCASTING COMPANY

WSPD • WSPD-TV Toledo, Ohio	**KPTV** Portland, Ore.	**WAGA • WAGA-TV** Atlanta, Ga.	**WJBK • WJBK-TV** Detroit, Mich.
WJW • WXEL-TV Cleveland, Ohio	**WBRC • WBRC-TV** Birmingham, Ala.	**WWVA** Wheeling, W. Va.	**WGBS** Miami, Fla.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, ELdorado 5-7690

BOB WOOD, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

the
number 1
station
in
west
virginia's
number 1
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the
tierney
company

charleston
west
virginia

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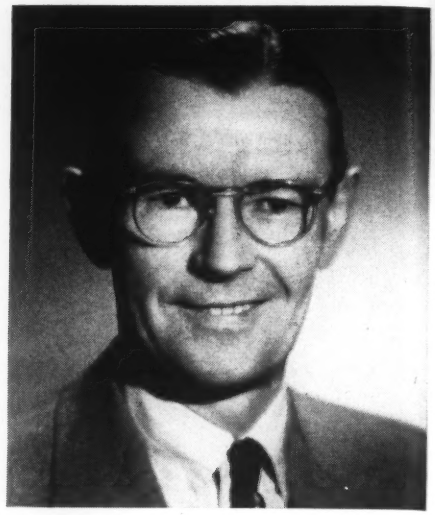
our respects

to LESLIE FRANCIS MAWHINNEY



STILL VIVID in the memory of many Southern Californians is March 10, 1933, when a severe earthquake struck the area. To Leslie F. Mawhinney, news editor, Don Lee-Mutual Broadcasting System and KHJ-AM-TV, both Hollywood, and president of the newly-formed Associated Press Radio & Tv Assn. [B•T, Oct. 4], then a Don Lee Hollywood publicist, that day marked the start of a new era in radio news.

All normal telephone and wire service with the East was disrupted. In what he believed to be a futile effort, Mr. Mawhinney tried the office teletype machine. To his astonishment, Paul White, CBS New York news chief (Don Lee was then affiliated with CBS), answered, and for the entire night, almost the only contact Los Angeles had with the outside world rested on that single wire.

All night KHJ sent press reports to the East. Mr. Mawhinney recalls two young KHJ continuity writers, Sylvester Weaver and Jack Van Nostrand, who worked through the night to prepare a dramatization of the catastrophe, later broadcast on the network.

William S. Paley, CBS board chairman, now sold on radio news after previous months of discussion with Mr. White, authorized him to form the first radio press service, Columbia News Service. Mr. Mawhinney was assigned to organize CNS in the 11 western states.

From British Columbia

A native westerner, Les Mawhinney, as he is usually known, was born in Kelowna, B. C., and educated in Canadian schools until his graduation from Victoria (B.C.) High School in 1919. As copyboy-reporter, he first practiced newsgathering on his uncle's newspaper, the *Victoria Daily Times*, during school vacations. However, following graduation, Mr. Mawhinney went to sea as a radio operator, reporting for the *Daily Times* between voyages.

Late in 1926 he moved to Los Angeles, entering commercial radio the next year as engineer for KPLA Los Angeles (later KECA and still later KABC Hollywood). Next, he joined the *Los Angeles Examiner* as navy and ships news reporter, but returned to radio as a Don Lee System publicist.

With the 1933 earthquake and the organization of Columbia News Service, Les Mawhinney found himself deep in a press-radio war. But when the networks and the major news services reached an armistice in 1935, wherein the services agreed to provide news if it were used only as a sustaining feature, CBS disbanded its news service.

However, some independents were dissatisfied, feeling radio had both the right to the news and to use it in any way it chose. Among them was KNX Hollywood, then operated by Guy C. Earl Jr., former newspaper publisher. When several former CNS members formed Transradio Press Service, Les Mawhinney became West Coast manager and KNX news editor, a post he held until 1938.

"Transradio broke down the press-radio agreement," he says. "United Press and AP had to start unrestricted sale of radio news to the stations."

Mr. Mawhinney left Don Lee Broadcasting for a short stint with a Prescott, Ariz., station which never got built, and then spent several years as news editor for Arizona Radio Network and KOY, both Phoenix, before returning to Don Lee in 1942 in his present position.

Today, Mr. Mawhinney observes that as a mutual, cooperative, non-profit organization, AP must function through committees. When AP first established radio memberships in 1949 (a deep satisfaction to a press-radio war veteran), Les Mawhinney was a founding member of the California AP Radio Assn.

Elected Chairman

In 1951, the AP Radio Member Committee was formed and Mr. Mawhinney, as West Coast representative, was elected chairman. Under his leadership, subcommittees on studios, news reporting and program sales were formed, but he derives greatest satisfaction from the constitution and by-laws written for the new AP Radio & Tv Assn., which places the group on a "strictly democratic, elective basis."

Commenting on news broadcasting from a background of nearly two decades in the field, Les Mawhinney feels tv news "will go more into documentaries and backgrounding of big news. It will never be able to compete with radio news. In sheer speed and mobility, radio will remain first in the field."

Integrity is more than a word with Les Mawhinney, and in newsgathering he believes it must transcend all, including station and sponsor. Pointing to his present position with Don Lee-Mutual as ideal, he states the news operation is absolutely independent.

On radio's future, he comments, "News is ideally suited to the medium. Radio follows you unobtrusively, allowing you to listen while doing something else. It suits the restless nature of the American public."

Twenty-six years ago Les Mawhinney married the former Iris Graham, also a former Canadian and then an M-G-M publicist. Presently, Mr. and Mrs. Mawhinney and their daughters, Anne, 19, and Kathryn, 17, live in their suburban Sunland, Calif. home. There, as an ardent amateur astronomer and former president of the Los Angeles Astronomical Society, he follows his favorite hobby of star-gazing.

COVERS

Michigan's major market

LIKE A TENT!

The biggest buy in radio is Michigan's "Golden Triangle" . . . bounded by Detroit, Jackson and Flint! That's where you reach 77% of Michigan's 6-billion dollar buying power! That's where nearly 100% of the homes and over 85% of the automobiles have radios! That's where WKMH, WKHM and WKMF command the biggest listening audience because that's where *everybody* likes news, music and sports!

BEST OF ALL . . . YOU CAN COVER MICHIGAN'S MAJOR MARKET LIKE A TENT AND SAVE 10% IN THE BARGAIN BY BUYING THE SMART THREE-STATION PACKAGE!

WKMH WKHM WKMF

DEARBORN—DETROIT
5000 Watts (1000 WATTS NIGHTS)

JACKSON
1000 Watts

FLINT
1000 Watts

REPRESENTED BY HEADLEY REED

KTUL PACKS The BALLYHOO PUNCH In TULSA!

In Tulsa . . . it takes radio station KTUL to put on a full promotion. And that's why new Shopping Centers just naturally call on KTUL to handle the Grand Opening.

KTUL offers a COMPLETE PROMOTION . . . advertising, publicity, remote broadcasts, personalities and western bands, clowns, balloons and a real old fashioned CALLIOPE and BANDWAGON.

When the fabulous RANCH ACRES Shopping Center opened recently, newspaper was used on a one shot basis. Radio station KTUL handled the promotion on an exclusive basis . . . AND chain store managers proclaimed it as the largest opening in the Southwest.

A few weeks later SHERIDAN VILLAGE climbed aboard the KTUL bandwagon for their grand opening. "It takes KTUL to better even their best promotions."

CBS Radio **KTUL** Tulsa, Okla.

AVERY-KNODEL, INC., National Representative

L. A. Blust
Vice Pres.-Gen. Mgr.

Ben Holmes
Natl. Sales Manager

AFFILIATED WITH

KTVX - TV, Channel 8
Muskogee, Okla.

KFPW - CBS Radio
Fort Smith, Ark.

IN PUBLIC INTEREST

The Ten Commandments

IN AN EFFORT to counteract a series of crimes, reported to have been committed by juvenile gangs in Philadelphia, WIBG there has announced that it will air at intervals during its broadcast day, a recording of Clark Dennis singing "The Ten Commandments." The management said that it was playing the record "with the sincere hope that reacquaintance with the tenets set forth by the Supreme Being, will aid in reducing delinquency, both adult and juvenile, in our listening area."

Scouting for Boys

WKNE Keene, N. H., is airing a series on Boy Scout activities titled *Scouting, 1954*. The programs, sometimes taped at actual troop meetings in the station's primary coverage area, are designed to foster interest in scouting.

Amnesiac Identified

AN APPARENT amnesia victim in Pittsburgh, Pa., was reunited with his family after his description was broadcast on a newscast by Joe Gibson over WWSW there. The man's niece heard the program and this led to his identification.

$4,700.15 Day

RUTH LYON, Crosley Broadcasting (WLWT [TV] Cincinnati; WLWC [TV] Columbus; WLWD [TV] Dayton) personality, received $4,700.15 in one day toward her eighth annual "Christmas Fund." So far the current drive has netted $31,000. Last year $70,000 was raised and since the beginning of the drive to aid hospitalized children in 1947 the fund has collected a total of $340,000.

Civic Senses Sharpened

WWDC Washington, D. C., recently began a weekly public service series titled *Your Capital Host* which presents programs built around civic events of current importance. Special convention activities, tourist attractions, pageants and similar affairs will be the main fare of the shows. Each program of the series will immediately follow the broadcasts of *Report to the People*—a weekly ad lib public service series featuring interviews with the commissioners of the District of Columbia.

Spots on Churchgoing

WORL Boston, in cooperation with the Open Church Assn. of Gloucester, is programming one 15-minute show a day plus spot announcements throughout the day urging listeners to attend the church of their choice more frequently. The station reports that because of its campaign more churches are leaving their doors open even after Sunday services are over.

'Teenie' Voice

MOLLY of *Fibber McGee and Molly* fame, recorded a series of spot announcements using the voice of "Teenie," which she occasionally portrays on the air, for CKNW Vancouver, B. C., to help the station in its drive to raise $15,000 for the CKNW-New Westminster Orphans' Fund.

Safety Spots

HENRY HEIDE Inc. (candy), has purchased a series of one-minute spots to run each Wednesday at 6 p.m. on WABD (TV) New York from now until Feb. 16 incorporating safety suggestions for children. The announcements will caution children about accidents which occur because of carelessness in using matches, crossing streets, climbing and playing.

FIRST in Spokane

KXLY-TV *LEADS** in SHARE of AUDIENCE

6 PM to MIDNITE, 7 DAYS PER WEEK

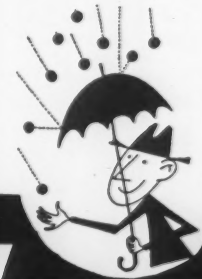
	APRIL	AUGUST	OCTOBER
KXLY-TV	39.0	46.7	**53.3**
STATION A	61.0	53.3	46.7

AND KXLY-TV ALSO *LEADS* OUTSIDE OF SPOKANE CITY

12 NOON to MIDNITE MONDAY THROUGH FRIDAY *

	NORTH → SAND POINT, IDA.	EAST → WENATCHEE, WN.	SOUTH → PASCO, WN.	WEST → KALISPELL, MONT.
KXLY-TV	**56.45**	**41.54**	**48.3**	**100**
STATION A	43.55	40.10	41.9	
STATION B		18.36		
STATION C			9.8	

* *OCTOBER "PULSE"*



GREATEST AUDIENCES

WIDEST COVERAGE

SPOKANE **KXLY-TV** WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland

Everyone has something he does best . . .

There are all kinds of experts. Whatever their specialties, they all have this in common: a brand of skill that comes through long concentration on what they do best. For quality performance, it's logical to call on specialists with the greatest concentration of experience.

In quality TV representation, *this* is Harrington, Righter and Parsons . . first to specialize exclusively in television . . first to realize the service the station owner needs can only come from the representative who concentrates on a limited list of quality stations. Inevitably, this attitude attracts the caliber of TV stations listed below.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television — the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*

BROADCASTING TELECASTING

December 6, 1954 Vol. 47, No. 23

WESTINGHOUSE PAYS RECORD TO BUY DUMONT'S WDTV (TV)

DuMont sells its Pittsburgh prize for $9,750,000, prepares to curtail live networking. Meanwhile, there's more wheeling-dealing to change patterns of station ownership and network affiliation. Protests hit recent CBS-TV maneuvers.

ALL-TIME record in broadcast station sales was set Friday as Westinghouse Broadcasting Co. bought WDTV (TV), ch. 2 DuMont-owned Pittsburgh station, for $9,750,000. The transfer is subject to FCC approval.

The sale is another step in a series of industry developments that is changing the whole face of the television station and network structure, with DuMont Tv Network likely to become a limited live hookup as Guild Films Co. negotiates lease of its production facilities.

Involved are network affiliations in a number of cities and a reshaping of the tv situation in Pittsburgh, for many years a one-station city and now tied up in a complicated hearing process.

Scanning developments last week as well as recent weeks, these situations are outstanding:

• Storer Broadcasting Co.'s WXEL (TV) is expected to become the CBS-TV network outlet in Cleveland, supplanting WEWS (TV), Scripps-Howard station, which has been notified its affiliation would not be renewed.

• Westinghouse, having bought WDTV Pittsburgh, apparently has sewed up the NBC-TV affiliation there and may arrange other affiliations as NBC-TV seeks outlets to be owned by it or Westinghouse in 14 top markets.

• Mergers among applicants for chs. 4 and 11 in Pittsburgh may develop.

• DuMont Tv Network will still own WABD (TV) New York and WTTG (TV) Washington but may cut back its networking to a basic sports, special-events hookup. It may acquire other tv outlets.

• DuMont is cozy about saying anything but it's known the company is hoping to use a new fast-recording process, possibly magnetic tv film.

• WJAS Pittsburgh, a tv applicant, is trying to block transfer of WSTV-TV Steubenville, Ohio, to CBS-TV for $3 million [B•T, Nov. 22] on the ground the network is trying to "leapfrog" the station out of Steubenville-Wheeling into the Pittsburgh area.

• WTRI (TV) Albany, N. Y., ch. 35 CBS-TV affiliate, charges that CBS is rewarding a member of its own organization in acquisition by Lowell Thomas and associates of WROW-AM-TV Albany. WROW-TV is a ch. 41 outlet. In a petition filed Friday with the FCC, WTRI alleged there was a secret agreement to give WROW-TV a CBS-TV affiliation, with a shift of WROW-TV to vhf ch. 10 having been asked last Nov. 4, the day after the WROW sale had been approved. The FCC is asked to void the Nov. 3 FCC approval on the ground the network in effect will have control of the WROW properties.

• WTRI also asked FCC to defer acting on CBS purchases of WSTV-TV Steubenville and WOKY-TV Milwaukee, contending that decisions on those before action on the Albany petition might prejudice that case in view of multiple-ownership and anti-trust angles along with alleged failure of CBS to disclose certain information.

As the week-by-week evolution of the still young television industry proceeds in meteoric manner, with only three major live networks likely to be operating in the near future, it became apparent that the place of tv film production will become increasingly important.

DuMont's cutback on live programming and its development of fast film-tape recording are expected to pave the way for expanded Guild-Vitapix activity [B•T, Nov. 22]. Guild would lease the DuMont production facilities and DuMont's two remaining stations, WABD and WTTG, would become Vitapix members.

If Westinghouse and NBC-TV agree on a WDTV Pittsburgh affiliation, it is believed the action would lead to other negotiations by which the network would have affiliations in 14 major markets via NBC-owned or Westinghouse-owned outlets.

Westinghouse owns the pioneer radio station, KDKA Pittsburgh, which has had an NBC Radio affiliation since the network began.

With Westinghouse out of the ch. 11 picture in Pittsburgh, WWSW and WJAS will find the situation ripe for a merger and FCC approval is believed likely. This might speed a ch. 4 merger among the five applicants, or some form of coalition that would hasten settlement of the longtime Pittsburgh confusion. One uhf station, WENS (TV) on ch. 16, is operating in Pittsburgh with WKJF-TV, ch. 53, having suspended.

The contracts covering the WDTV sale to Westinghouse were signed at a meeting in New

THE GOING PRICE IS GOING UP

THE vigorous growth of television broadcasting was clearly demonstrated in the $9,750,000 price paid for WDTV (TV) Pittsburgh by Westinghouse Broadcasting Co. last week. It is indeed a far cry from the $375,000 price paid for what was then KRSC-TV Seattle in mid-1949, the first tv transaction in U. S. television history.

Some sales figures of the past five years:

July 1949: KRSC-TV Seattle (now KING-TV), sold by P. K. Leberman to Mrs. A. Scott Bullitt and associates for **$375,000.**

July 1950: WOIC (TV) Washington (now WTOP-TV), sold by Bamberger Broadcasting Co. to WTOP Inc. (55% owned by *Washington Post* and 45% owned by CBS) for **$1.4 million.**

December 1950: KTSL (TV) Los Angeles (now KNXT [TV]), sold by Thomas S. Lee Enterprise Inc. (General Tire & Rubber Co.) to CBS for **$3.6 million.**

August 1951: KFI-TV Los Angeles (now KHJ-TV), sold by Earle C. Anthony Inc. to General Teleradio Inc. for **$2.5 million.**

September 1951: WOW-TV Omaha, sold by Francis B. Matthews and associates to Meredith Publishing Co. for **$2.5 million** (with WOW).

January 1952: WOR-TV New York, sold by Bamberger Broadcasting Co. to General Teleradio Inc. for **$4.5 million, plus $315,000 annual lease and 10% interest in purchasing company,** by R. H. Macy Co., majority stockholder of Bamberger (including WOR-AM-FM).

February 1953: WBKB (TV) Chicago (now WBBM-TV), sold by Balaban & Katz Inc. (now part of American Broadcasting-Paramount Theatres Inc.) to CBS for **$6 million.**

May 1953: WPTZ (TV) Philadelphia, sold by Philco Corp. to Westinghouse Broadcasting Co. for **$8.5 million.**

June 1954: KLZ-TV Denver, sold by Aladdin Radio & Television Inc. to Time Inc. for **$3.5** million (including KLZ-AM-FM).

July 1954: KPIX (TV) San Francisco, sold by Wesley I. Dumm and associates to Westinghouse Broadcasting Co. for **$7.5 million.**

December 1954: WDTV (TV) Pittsburgh, sold by DuMont to Westinghouse Broadcasting Co. for **$9,750,000.**

The three largest sales in tv history all featured Westinghouse as buyer. The total: **$25,750,000.**

York Friday morning. Action followed preliminary approval of the terms by the Westinghouse board of directors at a meeting Wednesday in Houston. Promptly after the authorization for the acquisition, which is subject to usual FCC approval, E. V. Huggins, vice president of the parent Westinghouse company and chairman of WBC, and Chris J. Witting, president of WBC, left for New York to close the transaction with the DuMont principals.

There were several points to be cleared, it's understood, and these were handled at the Friday session in New York. Transfer applications will be filed with the FCC this week.

WDTV will continue as a DuMont affiliate under a contract to be consummated upon transfer of the station following FCC approval, Dr. Allen B. DuMont, president of DuMont Labs, reported.

In a letter to DuMont Labs stockholders, sent coincident with the joint announcement by himself and Westinghouse Electric Co. President Gwilym A. Price, he also pointed out that WDTV has been profitable even though DuMont has suffered "substantial" overall broadcasting losses each year.

He also told the stockholders that the sale represents "one of the steps necessary to (1) making more working capital available and (2) putting your company in position to capitalize on profit opportunities in our research, development and manufacturing operations." [*For third quarter report of Allen B. DuMont Labs, see page 90.*]

PRINCIPALS involved in highest-priced station transaction in history were (l to r): Allen B. DuMont, president of Allen B. DuMont Labs; Ted Bergmann, director of DuMont Tv Network; Chris J. Witting, president of Westinghouse Broadcasting Co., and E. V. Huggins, vice president of parent Westinghouse and chairman of WBC.

Westinghouse President Price called the purchase "gratifying for Westinghouse," whose headquarters is in Pittsburgh.

President Witting of Westinghouse Broadcasting Co., radio-tv subsidiary which will operate the station, called WDTV "the most valuable single television station property in the nation" and said Harold C. Lund, general manager of WDTV, "will continue, of course, to be in complete charge." He said "one principal Westinghouse consideration" in the purchase was WDTV's ch. 2 assignment.

Mr. Witting said WBC "expects to grow to the maximum size as a tv station operator." WDTV becomes its fourth tv property. Others are WBZ-TV Boston (ch. 4), WPTZ (TV) Philadelphia (ch. 3) and KPIX (TV) San Francisco (ch. 5). WBZ-TV and WPTZ (TV) are NBC-TV affiliates; KPIX is on CBS-TV. Westinghouse is also an applicant for ch. 8 Portland, Ore. An initial decision has favored another, North Pacific Television Inc.

WBC's radio properties are WBZ Boston, KYW Philadelphia, KDKA Pittsburgh and WOWO Fort Wayne, all NBC Radio affiliates, and KEX Portland, Ore., an ABC outlet.

Mr. Witting said the FCC would be asked for permission to change the WDTV call letters to KDKA-TV.

That there will be a DuMont network but not necessarily along conventional lines was emphasized following the Pittsburgh transaction. But it was also evident that the DuMont operation would be systematically curtailed as to cable and relay facilities, new live programming and general overhead expense.

DuMont plans to continue operation of its remaining owned stations—WABD (TV) New York and WTTG (TV) Washington—it was learned, and also is contemplating additional owned and operated outlets in both uhf and vhf. "We will be making some acquisitions," a spokesman said.

But it was reiterated that DuMont will still be a network and will still offer programs but possibly upon unorthodox lines.

Mention was made of a "mechanical invention" by DuMont but officials declined to elaborate on it. One spokesman would say only that it constituted a device for recording that is comparable to film (presumably using the DuMont two-camera innovation) which would permit transmission of programs to affiliates with an "extreme reduction in time" as compared to films made for tv.

Notification by CBS that it was cancelling its longtime affiliation with WEWS Cleveland brought no quotable comment from Scripps-Howard. The station, operating on ch. 5, has been affiliated with CBS since 1947 when it was the only commercial tv operation in the area. The letter from CBS-TV Station Relations Vice President Herbert V. Akerberg recited that the cancellation would be effective in 90 days or as of March 1, 1955.

While no formal announcement was made by Columbia, it was believed that on that date the affiliation would shift to ch. 8 WXEL, acquired by Storer in the $8.5 million-plus Empire Coil transaction, approved by the FCC Oct. 27.

Storer also has acquired WJW Cleveland, now affiliated with ABC. A CBS spokesman said no cancellation notice had been sent to WGAR, its longtime am affiliate in Cleveland, and there was no present indication renewal would not be offered when the March 31 contract expiration date approaches.

Other Storer stations with CBS affiliations include WGBS-AM-FM Miami; WSPD-TV Toledo; WJBK-TV Detroit; WAGA-AM-TV Atlanta; WBRC-TV Birmingham; WWVA Wheeling.

It is expected WEWS will affilate with ABC-TV and possibly also with DuMont. WXEL is present outlet for ABC and DuMont.

In charging that CBS was rewarding Lowell Thomas as "a valuable member of the CBS organization," WTRI contended this fact was not revealed, along with "secret" affiliation understandings involving WROW-AM-TV. Citing a long list of items, WTRI asked FCC to set aside the approval of the WROW-AM-TV sale to Mr. Thomas, Frank M. Smith, his business manager, holding control of the property. A hearing on the transfer is asked. Transfer of control back to Hudson Valley Broadcasting Co.'s former owners is sought.

WTRI argued that approval of the WROW-AM-TV sale to Messrs. Thomas and Smith will eliminate competition for CBS-TV affiliation just as though CBS itself were licensee, with WTRI losing CBS programs. FCC rules, policies and precedents are violated, especially those dealing with chain broadcasting, multiple ownership and competition, it is charged.

The petition said the purchase of 83.45% of Hudson Valley stock represented a cost to the buyer of $112 per share, with the balance sheet showing a net worth giving the stock a value of no more than $60 a share. Tying in losses of $10,000 a month on tv, the value of stock was much less than $60, it was charged.

In its petition, WTRI said, the buyers failed to disclose, as required, that Mr. Thomas' principal job is as a CBS Radio commentator or that Mr. Smith's main job was as business manager for Mr. Thomas.

WTRI contended the buyers and CBS had a "secret understanding" that WROW would get the CBS affiliation now held by WTRI if the sale were approved. The Thomas-Smith control in effect gives CBS control of the station, it is argued. In addition, it is stated that WTRI made studies showing how ch. 10 might be dropped in the area, revealing the data to CBS in confidence. WTRI contended CBS then entered into a secret understanding with the buyers offering a basic two-year affiliation if they secured control. WTRI claimed it will suffer serious economic losses if it loses the CBS affiliation.

Going into the anti-trust angle, WTRI said the CBS-Thomas relationship and their understanding "constitute together a tying agreement in violation of the Sherman and Clayton acts."

The CBS "monopoly power" is declared by WTRI to limit its right to select its affiliates, exclusion of WTRI amounting to a violation of Sec. 2 of the Sherman Act. The chain broadcasting rule governing term of affiliation is violated, WTRI charged, along with the requirements for full disclosure. The brief was filed by Paul A. Porter and George Bunn, of Arnold, Fortas & Porter, on behalf of Harry C. Wilder, president of WTRI.

Steubenville Protest

WJAS Pittsburgh moved in its petition that FCC dismiss the WSTV-TV application to move its main studio from Steubenville, Ohio, to Florence, Pa., and to move transmitter-antenna site from a point 1.3 miles south of Steubenville to a site 3½ miles from the business center of Pittsburgh, as well as to increase power and change equipment.

The WSTV-TV application is contingent on FCC approval of the $3 million transfer of the station to CBS Inc. WJAS is an applicant for ch. 11 in Pittsburgh.

It was recalled by WJAS that WSTV Inc. in the tv rule-making proceedings had argued on behalf of allocation of ch. 9 to Wheeling-Steubenville; that allocation of the channel to Pittsburgh would deprive Steubenville of an outlet for local expression; that Sec. 307 (b) would not be met by allocation to Pittsburgh, and that the section required allocation to Wheeling-Steubenville.

FCC agreed with this argument, it was added. The present application of WSTV-TV is described "as an abortive attempt to maneuver under an erroneous interpretation of the Commission's rules so as to bring about a removal of ch. 9 from Wheeling-Steubenville to Pittsburgh, contrary to the Commission's decision in the Sixth Report and Order."

The petition was filed by William A. Porter, of Bingham, Collins, Porter & Kistler.

BBDO, NETWORKS SWEEP OUT COBWEBS ON RADIO'S STATUS

In a precedent move, the advertising agency which places $49.5 million in radio and tv takes a "new" look at the older broadcasting medium and obtains factual reports, minus the usual sales hoopla, from the four radio networks. The New York luncheon meeting finds radio very much alive.

THE VITALITY of radio today was doubly recognized last week as a major advertising agency, tired of hearing it evaluated in terms of its past, solicited network contributions to an overall study in which the agency looks at radio as "a new medium"—"as if it had no past and as if we were unconcerned about its future."

The agency: BBDO, whose $49.5 million in radio-tv led the agency billings parade last year.

The networks responded with sheaves of facts and figures, including results of a hitherto unpublished survey in which radio, although the test deprived it of its usually highly effective sound-effects devices, "proved just as effective as the 'eye' medium of magazines in affecting brand selection and delivering sales impact."

Some 125 BBDO New York account executives were on hand for the briefing, held at a luncheon Tuesday. It was part of a plan initiated by John Hoagland, in charge of programming and talent for the BBDO Radio-Tv Dept., and Robert L. Foreman, vice president in charge of radio and television, to offset recent years lacklustre pictures of radio, which BBDO considers "unfair to radio and thus ill-advised for the advertiser who notes them and is guided by them."

The meeting was billed to BBDO people as not an effort to "sell radio to you," but rather as "an attempt to clear away a lot of the nebulous thinking on what is still a vital medium so that we may be in a better position to discuss the matter with our clients should occasion arise."

Joint Report

BBDO looked upon the occasion as "probably . . . the first time in the history of radio" that the four radio networks have operated "in concert" to present an up-to-date status report on radio.

The project also differed from standard "pitches" in that the networks were "instructed that under no circumstances is there to be any attempt made to 'sell'." BBDO wanted "a factual, up-to-the-minute review of radio today," and its radio and television department assigned a different phase of the status report to each network. It plans to compile the four reports into booklets for its account executives.

The assignments:

- CBS Radio: "Nose-count" of people listening, etc.
- NBC: Use of radio as (1) a basic medium and (2) as a supplement to television and print.
- Mutual: Findings from its survey, conducted by J. A. Ward Inc., on when various types of people listen and what programs they listen to, etc. [B•T, Oct. 4; see also page 40, this issue].
- ABC: Media impact study, conducted by Stewart, Dougall & Assoc. and not published before, showing relationship between visual and aural messages.

The presentations were made for the networks by Frank Nesbitt, CBS Radio manager of sales development; Howard Gardner, NBC director of radio network sales development; Jay Eliasberg, ABC coordinator of special projects, sales development and research, and Henry Poster, Mutual manager of planning.

The ABC study of the impact of radio as against that of magazines showed the two at a standoff. Conducted among 999 women who were offered one of two hypothetical brands of toothpaste according to their preference after reading a magazine advertisement describing one brand and hearing a radio commercial describing the other, the survey showed:

Influenced by magazine	**45.0%**
Influenced by radio	**45.7%**
Not influenced	**9.3%**

The radio and magazine figures, the survey firm said, are not "statistically different." But there were variations in other phases. Younger women (20 to 39 years old) were influenced to a greater extent by radio (49.3% to 44.6%) while women 40 and over were influenced more by magazines (45.2% to 41.8%).

In the upper middle income group, radio and magazines were equally influential, each being responsible for the choice of 44.1% of those interviewed. In the lower-middle group radio pulled 49% to 40.4% for magazines, while in the lower economic group magazines led with 52.2% to 41.2%.

Most women—93.2%—made their choice on the basis of their reaction to claimed results. Only 13.8% based their preferences on reaction to media. The report noted: "There are few differences between the content and claims reasons given for magazines and radio. This is to be expected, since the copy material was varied for each medium. There is, however, a marked difference in the nature of media reasons. Fourteen percent of those selecting the brand presented by radio mention that they liked the voice, that it held the attention better, that it was more convincing."

Liking for pictures and charts, liking "to see and read things," and dislike of the announcer's voice in the commercial (1%) were principal factors that influenced the 13% who specifically linked their preferences to magazines.

The survey, which its makers cautioned should not be projected too broadly because it was limited to women, to a single product, and to a single city (Philadelphia), was conducted thus:

Two toothpaste advertisements were selected, one Colgate, one Pepsodent. The copy then was reproduced in two sets of four forms—radio commercial and magazine advertisement, in each of which there were (1) Pepsodent copy using "Wilson" as the brand name; (2) Pepsodent copy using "Thompson" as the brand name; (3) Colgate copy using "Wilson" as the brand name, and (4) Colgate copy using "Thompson" as the brand name.

Final analysis showed 50.7% of the women chose the hypothetical brand described in Colgate copy; 40% chose that described in Pepsodent copy; 9.3% had no choice, it was reported.

ABC explained: "Every possible combination of advertisement (print and radio) was used; i.e., the Colgate ad appeared as a Thompson magazine ad vs the Pepsodent radio ad delivered as a Wilson commercial—and every possible combination of medium, brand name, 'test name' and order of presentation was used.

"The magazine copy remained virtually unchanged for the radio script. A staff announcer of the ABC made each of the recordings to be used. Incidentally, it must be pointed out that this use of magazine copy for the radio commercial meant that, if anything, radio was being somewhat penalized in the test, since there was no effort to write the copy specifically for radio presentation. In addition, the radio presentation did not employ music, sound effects, or any of the other devices which are so used in radio commercials."

Housewives, who did not know the purpose of the survey, were told that a new toothpaste was being introduced and were asked to select one of the two brands after reading one of the magazine ads and hearing one of the commercials, which interviewers played on a portable record player.

The presentation to BBDO by NBC noted that network radio, magazines, Sunday supplements and network tv are the principal media used to reach today's national market of approximately 47,500,000 homes—and that radio is a powerful medium two ways, both as a basic medium and as a medium supplementing other media.

Aside from radio's overall reach into 98% of all homes, giving it far greater circulation than other media, NBC pointed out, "In any average morning minute 9,248,000 people in 7,837,000 homes are listening to the radio; in the average afternoon minute, this increases

Shirts Test Program

AS THE RESULT of only six 20-second announcements on WTCN-TV Minneapolis, Bond Clothes sold 744 shirts in less than a day. The clothing firm, which had been sponsoring *News With* (Paul) *Sevareid* (Mon. thru Fri., 10:30-10:45 p.m.) for a few weeks, decided to test the power of the show.

MR. SEVAREID

For the promotion a shirt that normally sold for about $4.99 was reduced to $2.75 or two for $5, but only if the customer mentioned that "Sevareid told me about it," or in some other way linked the shirt sale to the program. Mr. Sevareid, who is the brother of CBS news commentator Eric Sevareid, made one announcement of the sale on his Friday night newscast. It was mentioned one other time on Friday and four times Saturday morning.

Two hours after Bond's opened on Saturday all standard sizes were sold out. The demand continued throughout the day and the store manager said he could have sold twice as many shirts if he had them on hand. Bond's Minneapolis store opened for business only 10 days prior to the test promotion.

PREVIEW

Poolmaster commercial gets into the swim

FIRST filmed television commercial to utilize under-water photography and to give its announcer a chance to display his skill as a skin-diver is making its appearance on tv stations in California, advertising a new swimming pool vacuum cleaner known as the "Poolmaster."

The one-minute commercial opens with a young housewife in a bathing suit standing beside her swimming pool and gazing in despair at its leaf-cluttered surface. "Oh, dear," she moans. "This pool—dirty again! And my friends will be here in an hour."

Out of the pool rises the begoggled head of the diver-announcer (Bill Edwards, West Coast tv personality whose hobby is skin-diving). He tells the lady to dry her tears and "get Poolmaster, the amazing new hydro-jet swimming pool vacuum cleaner." Showing the girl how easily the Poolmaster connects to a regulation outdoor faucet, he hands her the instrument, telling her that "anyone can use it" and to "try it yourself while I go below to watch the Poolmaster in action."

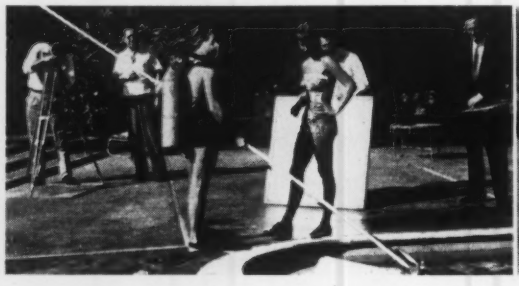
Underwater shots show the nozzle of the Poolmaster picking up assorted debris from the floor of the pool, with the diver's hand pointing as he says: "Look at that cleaning power! Poolmaster picks up leaves, sand, gravel, even metal objects. Watch those coins disappear. Presto, they're gone. Anyone can vacuum an entire pool in minutes."

The nozzle is shown cleaning the surface as Edwards continues: "Maintenance is simple, economical because you do it yourself. End your pool cleaning problems forever. The price—just $69.50." Now out of the pool, as he removes his goggles, he urges the audience to call Poolmaster or the nearest pool dealer for a free demonstration and concludes: "And now, this is Bill Edwards, your old Frogman, saying—It's Poolmaster for cleaner swimming."

Hanna Enterprises, San Mateo, Calif., maker of the Poolmaster, whose agency is Sherman-Harkness Advertising, San Francisco, plans to show this commercial in areas of dense swimming pool ownership, beginning in the San Francisco Bay area, with special audience interest in San Mateo County to the south of San Francisco where there is large pool ownership. Next, the film will be shown in the Los Angeles and Palm Springs areas and then in the Florida markets.

The commercial was produced by Motion Picture Service Co., veteran San Francisco film production organization. Its initial telecast on KPIX (TV) San Francisco evoked a "very gratifying telephone response," according to L. D. Rashall, managing director of television productions for MPSC.

Sponsor: Hanna Enterprises, advertising the "Poolmaster."
Agency: Sherman-Harkness Advertising.
Producer: Motion Pictures Service Co.
Director: Lee Rashall.
Cameraman: Russ Myer.
Talent: Bill Edwards, announcer-diver; Betty Von Martin, housewife.



to 10,130,000 people in 7,976,000 homes, and in the evening the audience per minute swells to 12,164,000 people in 7,417,000 homes."

"Naturally," NBC continued, "it is important to advertisers that one single medium at any minute of the day or night is being used by more than one out of every six homes in the country." Experience, the presentation added, has shown that a network sponsor's commercial may be expected to reach at least 25% of all people listening to radio at any given time. On that basis, it was shown that:

In a quarter-hour daytime strip—a single commercial in a morning program will reach 2,300,000 listeners. With the 15 commercials available weekly, 34,500,000 listener impressions will be delivered, at a cost of only 63 cents per thousand. The delivered audience per month amounts to "nearly one out of every five homes in the country."

In a weekly half-hour evening program—each of the three commercials can reach 3,041,000 persons for a total of 9,123,000 impressions per broadcast, a cost of $1.10 per thousand, at desirable times when all members of the family are apt to be present.

In participation sales programs—advertiser buying three one-minute full network participations a week (one morning, one afternoon, one evening) will reach 2,312,000 listeners in the morning, 2,533,000 in the afternoon and 3,041,000 in the evening for a weekly total of 7,866,000 commercial impressions, at a cost of $1.11 per thousand. Due to audience turnover, a factor also present in daytime sponsorship, these three participations will be heard by 4,646,000 different homes in a single week and 8,325,000 different homes in four weeks.

NBC conceded "many sound reasons" to substitute a choice of other media for basic advertising.

Limited Circulation

But if the basic is magazines, it was noted there is the problem of limited circulation: Four top ones (*Life, Look, Saturday Evening Post, Collier's*) together reach only 12,200,000 different households, or 26% of all U. S. homes as compared to radio's 98%.

Additionally, NBC cited a Magazine Advertising Bureau analysis which showed that, of the 45 leading magazines studied, one-third of the population reads three-fourths of the magazines and one out of three people read none.

If the basic is Sunday supplements the circulation problem comes up again, NBC's report pointed out, noting that *This Week, American Weekly, Parade* and *Metro* have an aggregate circulation of 40,000,000 but actually reach only 24,300,000 different households, or 51% of the U. S. total.

If television is the basic buy, the study continued "your circulation is again unable to cover your national market." If every set in the U. S. as of Sept. 1 were counted as a television home, there still would have been only 31,274,000 tv homes or 66% of all homes. "Realistically, it must be remembered that the average evening television network consists of 66 stations which have a circulation of but 24,200,000 homes, or 51% of all homes in the country."

If a combination of magazines and television is used as basic media, NBC said, overlapping circulation develops—all four of the magazines cited can add only an aggregate 6,673,000 more households to full network tv. Similarly, with a combination of Sunday supplements and television, from 59 to 73% of the former go into homes already covered by television, the study asserts, reporting that all four of the cited supplements can add only 12,760,000 homes to those which television reaches.

"Since radio's coverage extends to virtually all homes in the country it is obvious that radio

must duplicate every medium, almost 100%," NBC emphasized. Aside from being a powerful basic medium, it "offers economical and effective repetition of your sales message to homes which are covered by other media plus unduplicated coverage of tremendous segments of the national market which these other media cannot reach."

CBS Radio's presentation for the agency was based on its "Tune in Tomorrow" film, released early this fall [B•T, Oct. 4], which reviews the growth of radio, its scope and selling power; projects the expanding U. S. economy, and foresees another 40 million radios "in all sizes, in more places than ever before" by 1960.

Mutual's presentation similiarly was based on material released earlier, the so-called Ward daily living habits survey, which give quarter-hour reports on where people are, whether they're listening to radio or watching television and what else they're doing while listening or watching—a survey designed to help advertisers and agencies plan their campaigns more knowledgeably as well as to sell them on radio generally.

Case Joins Geyer Adv.

WINSLOW H. CASE, a vice president of Cunningham & Walsh, New York, has joined Geyer Adv. there as a vice president of the agency, B. B. Geyer, president, announced last week. Mr. Case has been in the advertising business for the past 20 years and was with Newell-Emmett and C & W, where he specialized in general creative work. He was formerly a senior vice president and director of Campbell-Ewald as well as manager of the company's New York office, and served as chairman of the plans board and head of creative activities.

MR. CASE

Kraft May Assume News Series

KRAFT FOODS reportedly was negotiating with MBS last week on possible sponsorship of a package, currently sponsored by S. C. Johnson & Sons, of five five-minute news shows a day, five days a week. Billings were estimated unofficially at about $1 million. The Johnson contract runs to the end of the year. The newscasts feature Frank Singiser from New York at 10:30 a.m., Holland Engle from Chicago at 11:25 a.m., Les Higbie from Washington at 12:15 p.m., Sam Hayes from Los Angeles at 2:25 p.m., and Cecil Brown from New York at 5:55 p.m. Needham, Louis & Brorby is agency for both Johnson and Kraft.

Y&R Hires 'On Call' Writers

UNDER a deal negotiated by Nat Wolfe, vice president in charge of radio and tv at Young & Rubicam, Mel Shavelson and Jack Rose have taken up their consultant duties at the agency and will be "on call." Former radio writers, the pair recently completed writing, production and direction of "Seven Little Foys," Paramount Pictures' feature starring Bob Hope. Shows they create will be approved and filmed as pilots by Y&R, with complete ownership reverting to the team.

PULSE HAS NEW MEASUREMENT APPROACH

Statistical agency announces that it will issue semi-annual reports on cumulative daily and weekly station audiences. An advantage of the new report will be its comparability with ABC newspaper ratings.

PULSE Inc. last week said it has come up with "a new concept in broadcast audience measurement" and beginning this month will provide subscribers with a regular station audience count on a daily and weekly basis.

According to Dr. Sydney Roslow, director of Pulse, the new measurement report, called Cumulative Pulse Audience, was considered necessary "because of the changing nature of spot broadcast advertising."

He asserted CPA would be of particular value to those advertisers who buy "saturation-type" schedules on individual stations and thus find quarter-hour ratings "not only inadequate but frequently deceptive since they give no indication of the changing nature of a station's audience."

Semi-Annual Reports

At the outset the report will be issued semi-annually and will include data on the percentage of families listening to or viewing each station in a market on the average day and throughout the week.

Added to the all-day audience data, Pulse intends to provide separate radio-tv cumulative audience ratings for morning (6 a.m.-noon), noon (noon-6 p.m.), evening (6 p.m.-midnight) and "post-midnight" (midnight-6 a.m.). Weekly audiences, Pulse said, will be broken down into daytime, nighttime and post-midnight.

Among uses of CPA data listed by Pulse:

1. The data will provide a measure of both home and out-of-home total listening and viewing for the medium as a whole and for the individual stations in a market.

2. Advertisers can use the data as "a reliable basis" for buying saturation or run-of-station packages.

3. The data can be compared with newspaper and magazine circulation. "For example," Pulse said, "a station's average daily CPA rating can be checked against ABC data for daily newspapers."

4. The information would measure audience "turnover" on a station through the day and over a week's period.

5. CPA data can show duplication between audiences reached by different stations or by the same station at different times of the day.

6. It can provide "a periodic, continuing measurement of the post-midnight audience—a long neglected segment of the broadcast audience".

7. Evaluation of the type of families listening to or viewing a particular station would be possible.

Information for the CPA reports will be obtained through personal interviewing during evening hours with all members of the family joining in the interview, Pulse said.

Pilot studies made last spring, Pulse said, showed "major differences in audiences reached by stations when comparisons were made between the average quarter-hour figures and the CPA data for broader time periods."

Dr. Roslow said the material provided would give subscribers "the kind of information they must have for a proper evaluation of radio and tv as spot advertising media."

Buys Christmas Show

FOR THE FIFTH consecutive year, the Mutual Benefit Health & Accident Assn. of Omaha, Neb., will present the special *Mutual of Omaha Calling* broadcast on Christmas Day over Mutual (2-2:45 p.m. EST), during which overseas servicemen will exchange holiday greetings with their families in the U. S. by means of shortwave and cable facilities. Overseas origination points will be Berlin and Tokyo, while members of families of servicemen will speak from Mutual studios in New York, Omaha and San Francisco. Bozell & Jacobs, Omaha, is the agency for Mutual of Omaha.

GEORGE P. MEANY (r), president of The American Federation of Labor, discusses the upcoming ABC radio news series with Edward P. Morgan, who will be commentator [B•T, Nov. 29]. AFL has sponsored news commentary on MBS for the past four years. The new ABC series will be on 175 stations, Mon.-Fri., 10-10:15 p.m., EST effective Jan. 3.

Beer-Wine Ads Acceptable To Majority of L. A. Survey

NO objection to wine and beer advertising on radio-tv was offered by a majority of middle-class Los Angeles women, most of whom have children 20 years or younger, according to a survey by U. of Southern California's department of telecommunications.

Among the ladies questioned, under supervision of Dr. Kenneth Harwood, department chairman, 51% favored such advertising, 45% opposed it and 4% expressed no opinion.

Most respondents were of Protestant faith and over 34 years old—a group usually considered conservative—university officials stated. However, 55% of ladies serve beer, wine or other alcoholic beverages in their households, the survey found.

Three Firms to Split Tab On Pro Playoff Telecast

CHAMPIONSHIP playoff game of the National Football League will be sponsored by three advertisers on DuMont Television Network. The game is scheduled for Dec. 26 with the possibility that the date will change to Jan. 2 if there is a divisional tie necessitating a playoff

game in either the Eastern or Western Conference.

Miller Brewing Co. for its High Life beer will sponsor the first half nationally in all but the Northeast where the game has been signed for by Atlantic Refining Co. Mathisson & Assoc. Inc. is the agency for Miller. Atlantic's contract was handled by N. W. Ayer & Son.

The second half of the game will be sponsored by Buick Motor Div. of General Motors Corp., which will carry the event on 152 stations. Buick's agency is Kudner Inc.

COMBINED NETWORK SALES GAIN 14.4%

Latest Publishers Information Bureau figures compare radio-tv network time sales for Jan.-Oct. 1954 and October 1954 with last year's totals.

COMBINED time sales of the nationwide radio and tv networks in October aggregated $42,597,871, a gain of 14.4% over the combined gross of $37,238,159 achieved in October 1953, according to Publishers Information Bureau. For the January-October period, this year's combined radio-tv network total is $369,440,932, a gain of 18.4% over the gross of $312,013,823 for the same 10-month period last year.

The tv networks during October had time sales 35.3% above the figure for the same month of 1953; for the 10-month period tv network time sales this year are 41.9% ahead of last. Radio network grosses, however, are down in comparison with last year, the October total being off 20.9% from October 1953 and the 10-month total lagging 13.3% behind the 1953 mark.

PIB network-by-network figures for radio and television, October and January-October, 1954 compared to 1953, follow:

NETWORK RADIO

	OCT. 1954	OCT. 1953	JAN.-OCT. 1954	JAN.-OCT. 1953
American Broadcasting Company	$ 2,502,439	$ 2,671,103	$ 24,199,694	$ 24,173,422
Columbia Broadcasting System	4,131,628	5,478,455	45,567,675	51,422,613
Mutual Broadcasting System	1,570,952	2,185,598	17,141,113	18,940,801
National Broadcasting Company	2,735,080	3,493,950	28,106,616	38,145,994
TOTAL	$10,940,099	$13,829,106	$115,015,098	$132,682,830

NETWORK TELEVISION

American Broadcasting Company	$ 3,890,802	$ 2,297,862	$ 26,584,163	$ 16,094,615
Columbia Broadcasting System	14,033,536	9,381,816	117,032,072	77,328,337
DuMont Television Network	1,426,031	1,462,143	10,267,775	8,966,321
National Broadcasting Company	12,307,403	10,267,232	100,541,824	76,941,720
TOTAL	$31,657,772	$23,409,053	$254,425,834	$179,330,993

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$ 2,830,654	$ 5,166,174	$ 1,896,925	$ 3,391,873	$ 13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
March	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
April	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677	1,558,196	2,618,614	10,764,481
July	2,098,823	3,821,234*	1,481,767	2,127,192	9,529,016*
Aug.	2,160,025	3,844,135*	1,491,503*	2,075,531	9,571,194*
Sept.	2,267,810	4,055,869*	1,523,161	2,598,635	10,445,475*
Oct.	2,502,439	4,131,628	1,570,952	2,735,080	10,940,099
TOTAL	$24,199,694	$45,567,675	$17,141,113	$28,106,616	$115,015,098

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 2,780,574	$ 10,713,329	$ 1,445,608	$ 10,116,937	$ 25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
March	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
April	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug.	2,514,815	12,275,908	820,633	8,057,484	23,668,840
Sept.	2,660,601	12,944,665*	802,721	9,733,378*	26,141,365*
Oct.	3,890,802	14,033,536	1,426,031	12,307,403	31,657,772
TOTAL	$26,584,163	$117,032,072	$10,267,775	$100,541,824	$254,425,834

* Revised as of December 1, 1954.

$8.5 Billion Industry Year In '55—Tv-Electronics Fund

OVERALL electronics volume for 1955 will be at $8.5 billion, Chester D. Tripp, president of Television-Electronics Fund Inc., said in his annual report last week. Television set manufacturing will reach $1.5 billion, he added. Mr. Tripp said some projections foresee a $20 billion electronics industry in the 1960s.

Television-Electronics Fund's total net assets as of the end of the fiscal year (Oct. 31) were $55,868,018 as compared to $27,835,082 in the 1953 fiscal year, the report indicated. Net asset value per share was said to be $9.47, compared to $6.92 in 1953 (adjusted for a two-for-one stock split in January 1954). The fund had a net investment income for the year of more than $1.5 million, and a net realized capital gain of more than $2.5 million.

Advertising Must Be Alert To Sound Research—Kobak

ADVERTISING people must become alert to sound research and facts, Edgar Kobak, station owner, consultant and president of the Advertising Research Foundation, asserted last week in a talk to the Des Moines Advertising Club.

Steadily increasing competition in marketing and merchandising requires alertness and the need to have reliable facts to help increase the return from the advertiser dollar by moving more goods at a lower cost through effective advertising, according to Mr. Kobak.

"I often wonder whether some advertising people aren't intellectually lazy," Mr. Kobak said. "I suspect that some of them are guilty of lazy thinking, of lazy analysis of their problems, of lazy use of data which are available to them, and of indifference toward sound research and good solid facts.

"What's the use of technical research in such fields as foods, drugs, farm equipment or raw materials and then being careless in an important phase which will help a business succeed—that of lowering costs through the more efficient spending of the advertising and sales dollar? Advertising and marketing research which is well done and properly applied will increase prosperity.

"Studies which improve these research methods and techniques, and which will give us a keener insight into consumer motivations, are needed to increase our knowledge of how to advertise more successfully and effectively," Mr. Kobak asserted.

LATEST RATINGS

NIELSEN

Two Weeks Ending Oct. 23 (Radio)

Rank	Program	Homes (000)
Evening, Once-a-week		
	(Average for all programs)	(1,259)
1	Jack Benny Show (CBS)	2,939
2	Amos 'n' Andy (CBS)	2,892
3	Dragnet (NBC)	2,612
4	Our Miss Brooks (Amer. Home) (CBS)	2,472
5	Our Miss Brooks (Toni) (CBS)	2,426
6	My Little Margie (CBS)	2,332
7	Bergen & McCarthy (CBS)	2,192
8	People Are Funny (NBC)	2,146
9	Arthur Godfrey's Scouts (CBS)	2,099
10	Roy Rogers Show (NBC)	2,052
Evening, Multi-Weekly		
	(Average for all programs)	(933)
1	One Man's Family (NBC)	1,586
2	News of the World (NBC)	1,539
3	Amos 'n' Andy (CBS)	1,493
Weekday		
	(Average for all programs)	(1,493)
1	Ma Perkins (CBS)	2,379
2	Arthur Godfrey (Frigidaire) (CBS)	2,332
3	Young Widder Brown (Toni) (NBC)	2,239
4	Road of Life (CBS)	2,239
5	Helen Trent (Participating) (CBS)	2,192
6	Stella Dallas (Toni) (NBC)	2,146
7	Arthur Godfrey (Toni) (CBS)	2,146
8	Arthur Godfrey (Adolphs) (CBS)	2,146
9	Our Gal, Sunday (Amer. Home) (CBS)	2,146
10	Perry Mason (CBS)	2,099
Day, Sunday		
	(Average for all programs)	(513)
1	Sunday Gatherin' (CBS)	1,120
2	Galen Drake (Gen. Foods) (CBS)	1,073
3	Cecil Brown Commentary (MBS)	980
Day, Saturday		
	(Average for all programs)	(886)
1	City Hospital (CBS)	1,586
2	Robert Q. Lewis (Van Camp) (CBS)	1,586
3	Robert Q. Lewis (H. Curtis) (CBS)	1,539

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Three Buy Morning Segments

REXALL Drug Co., Eastco Inc. (Clearasil) and Campbell Cereal Co. (Malt-O-Meal), have signed for segments of CBS-TV's *The Morning Show*, five-day a week program, 7-9 a.m. EST. Rexall signed for three participations weekly on the complete *Morning Show* network, effective Feb. 15. The order, placed through BBDO, Los Angeles, includes *Panorama Pacific*, CBS-TV's West Coast version of *The Morning Show*.

Eastco, through Ruthrauff & Ryan Inc., will sponsor two participations weekly effective immediately. Business for Campbell, placed by Campbell-Mithun Inc., calls for two participations a week on the midwestern portion of the network.

Miles Labs Changes Schedule

REPLACEMENT of its *Three Steps to Heaven* with *Modern Romances* on NBC-TV starting Dec. 8 was officially confirmed last week by Miles Labs (patent medicines), Elkhart, Ind. Miles will alternate sponsorship of the serial between Wednesdays and Thursdays, 4:45-5 p.m. EST, according to Goeffrey Wade Adv., which handles the account. Program is televised across the board weekly and features actress Martha Scott in a complete story told in each week's episode.

[A&A continues on page 51]

Morning Radio is UP in IOWA

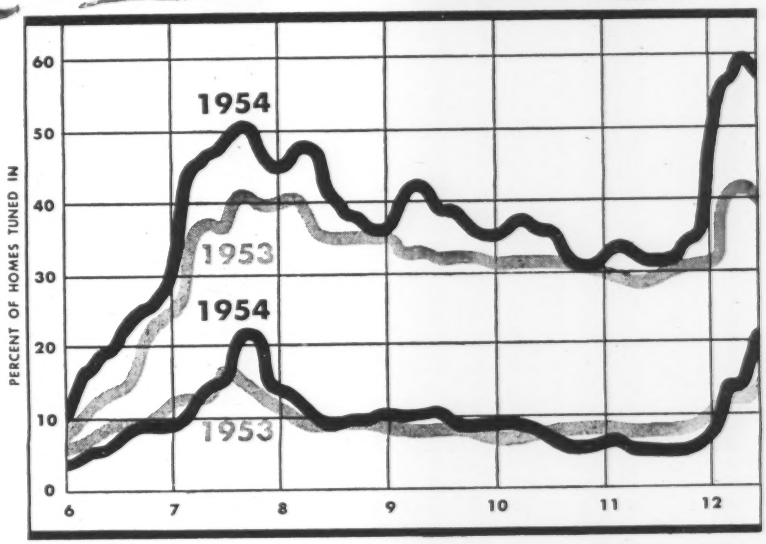
UP on WHO!

THE chart — taken from the 1954 Iowa Radio-Television Audience Survey — tells the story.

The two top lines show *morning radio listening* in 1954 as compared with 1953 — UP for all stations in Iowa.

The two lower lines are for WHO alone — UP for 1954, over '53 — and we hope you'll note that, at certain times, WHO alone accounts for as much as 45% of *all* the radio listening in the State!

The complete 1954 Survey will be out very soon, now. Write for an early copy — or ask Free & Peters!



PERCENT OF HOMES TUNED IN, MORNINGS — 1953 VS. 1954

WHO

for Iowa Plus!

Des Moines . . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

MT. WASHINGTON TV

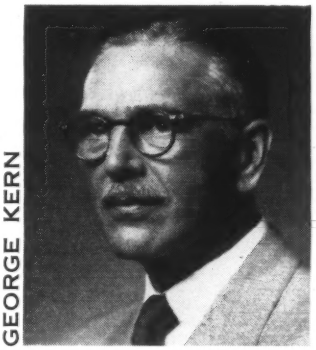
"Best darn salesman I've ever seen!"

Seriously, Mt. Washington TV is one of the "best darn salesmen you've ever seen" . . . and a good many people have found it out already!

The sponsors of I Love Lucy, Omnibus and Bishop Sheen know that the Mountain is a "born salesman" . . . it reaches most of Maine, New Hampshire and Vermont at about half the cost of any other 3 TV stations in the area combined.

CBS-ABC WMTW Channel 8

John H. Norton, Jr., Vice Pres. and General Manager REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.



GEORGE KERN

BUYING & SELLING: TWO VIEWPOINTS

AN AGENCY BUYER AND A BROADCASTER VOICE THEIR OPINIONS

THE Radio & Television Executives Society, New York, held a time buying and selling seminar at its meeting last Tuesday. An agencyman and a station man were the speakers: George Kern, associate media director of Lennen & Newell Inc., and Robert M. Reuschle, national sales manager, WHUM-TV Reading, Pa. Moderator was Vera Brennan, head timebuyer at Scheideler, Beck & Werner, New York. The text of Mr. Kern's speech follows below; Mr. Reuschle's remarks appear on page 38.

CONCERNING:

1) The agencies' relationship with their clients and with the broadcasters, and
2) The agencies' responsibilities to their clients and to the broadcasters.

THIS might be "old-hat" to many, but we thought it a worthy reminder to all.

An agency's position is a peculiar one in that it acts as an agent for both the client and the broadcaster. An agency therefore becomes a buyer and a seller and as a result he is right in the middle. He buys for his client and sells for the broadcaster. The agency takes its orders from the client and gives orders to the broadcaster who pays him his commissions.

This is a point most agency timebuyers, their bosses and their clients too often lose sight of. It's the broadcaster who pays the agency commission—not the client. So let's treat him with the respect he deserves.

The thing we must all remember—advertiser, broadcaster, agency—is that we are a team and that we are in this together. We survive and succeed only so long as we work as a team. We need each other. The advertiser needs the vehicle to carry his advertising message—and he needs the agency to prepare the kind of message that will produce sales results which will enable him to continue to use the vehicle. The station needs the agency to represent him in selling the effectiveness of his vehicle and keep it sold by the results gained from the sales producing messages he prepares. The agency needs both the advertiser and the broadcaster —the advertiser to hire him and the broadcaster to pay him.

You can see this becomes a vicious and important cycle—we need each other—advertiser, agency and broadcaster.

Now let's talk about responsibility.

You remember I said that if we all assume our responsibilities, we'll get along a lot better—and do a better job. As far as an agency is concerned, his first responsibility is to his client—the advertiser.

The agency acts on behalf of his client in all his dealings with the broadcaster. As an expert in the advertising profession, he recommends without prejudice the stations and time periods which will best fit his client's needs. He is responsible for producing the best selling messages—messages that result in sales—that result in the continued use of the stations which produce the results.

The agency is responsible for protecting his client in every way possible in his negotiations with the broadcaster. He must see that his client gets the best available time periods at the lowest possible cost. He must protect his client contractually on rates, rebates, pre-emptions, cancellation privileges, legal entanglements—and every other way. And remember it is the agency who is solely liable to the broadcaster to fulfill all of the terms and conditions of the contract he signs on behalf of his client.

The agency has a responsibility to the broadcaster beyond his contractual commitments.

He should respect the important part the broadcaster plays in the community he represents. He should regard the broadcaster as an equally important part on a three man team. He should give the broadcaster an opportunity to submit proposals on a competitive basis—and be ready to tell him why he did not get the order.

In the interest of his client and the industry as a whole, the buyer should be fair in his dealings with broadcasters in requests for make goods, credits for interruptions and pre-emptions, publicity and merchandising.

Remember, any request which puts a higher overhead on a station's operation is ultimately going to be reflected in the rate card. So let's not force stations to render services which raise the rates to the point where they kill the medium. Sure, take advantage of all the services a station has to offer—but don't abuse them to the point they affect the rate structure.

Now, I want to get back to the subject of contracts.

As I said before, the agency is solely liable for the contract he signs with the broadcaster.

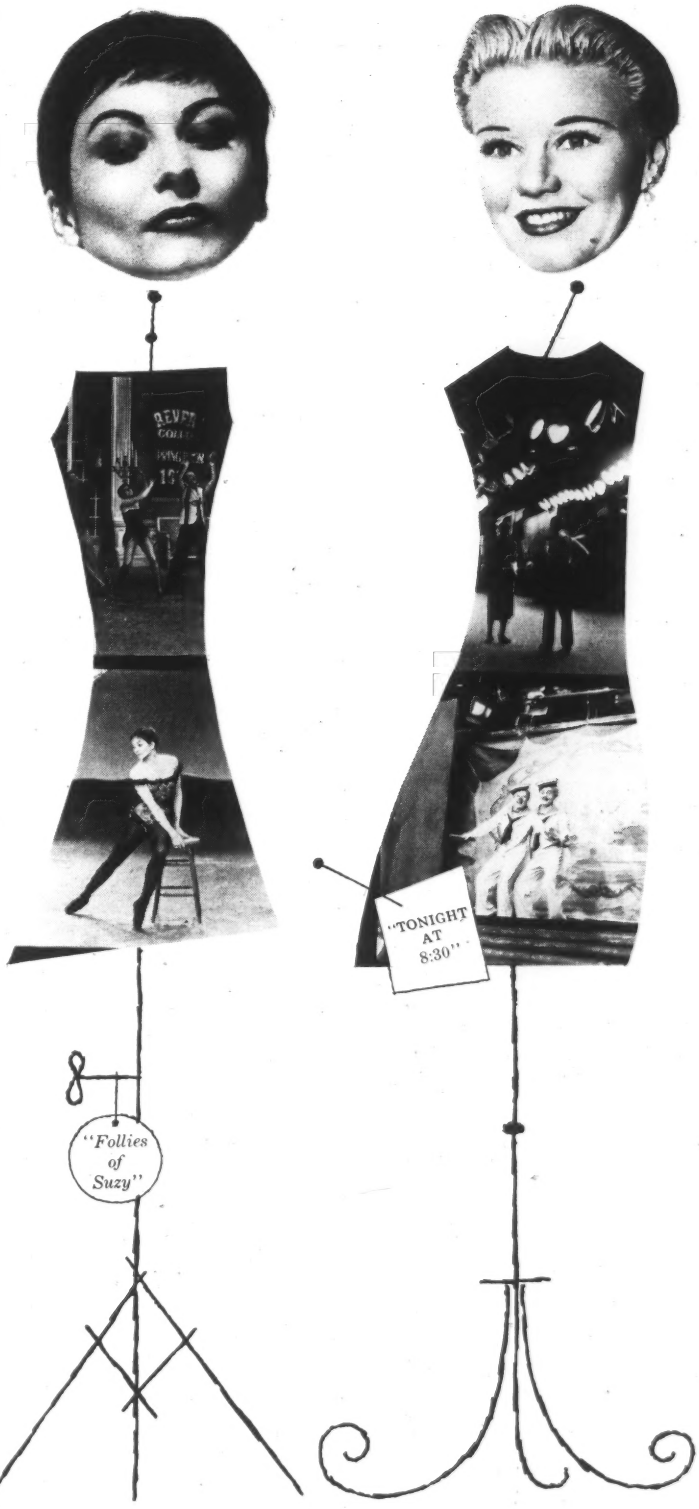
We are fortunate in having a standard contract which was developed after many months of work on the part of the NARTB and the American Assn. of Advertising Agencies and is accepted pretty generally in the industry. It contains a few clauses which some of you may not agree with, but as one of the 4A representatives who labored over the drafting of all clauses, I feel we ended up with something we can all live with. It seems to cover the agency and the broadcaster in an equally equitable way. The thing I want to explain, however, is that you should not just take this contract for granted. Don't just sign it because it has the seal of approval of the NARTB and the 4A's.

Know what the contract contains? What are the agency's obligations to the station? What are the station's obligations to the agency? What are the cancellation privileges on the part of the agency? the station? What happens when your program is preempted? What protection do you get on rate increases? Who indemnifies whom? and for what? The knowledge of the terms and conditions of this standard contract on the part of buyer and seller has resulted in the unusual relationship which exists between agency and broadcaster. Because of the close cooperation between broadcasters and agencies through their respective associations in the development of a standard contract, verbal orders get the acceptance they do. A timebuyer's word to a station or network is all that is necessary to kick off a million dollar campaign.

There is a code of ethics in this business that says a man's or a woman's word is all we need. Let's keep it that way.

Let's not have anyone—the client, account executive or anyone

"Satins & Spurs"
"Lady in the Dark"
"Sunday in Town"



THEY'RE BUYING THE NEW STYLE

To break established patterns and create a bold new style is one thing; to win acceptance in the market-place is another. NBC-TV Color Spectaculars were daring departures from conventional television programming. Now the first sizable block of figures is in.

Of the first five of these 90-minute super-shows to be rated by Nielsen, four have won top-ten-size audiences. The fifth missed by a whisker. Each of the five has been seen in more than 10,000,000 homes.

"Tonight at 8:30" and "Sunday in Town" are both in the top ten in the latest Nielsen ratings, each reaching over 10,700,000 homes. In earlier ratings, "Lady in the Dark" was in fourth place with 11,347,000 homes. "Satins and Spurs," according to a Special Nielsen Tabulation, was also seen in more than 11,000,000 homes, and "The Follies of Suzy," another NBC Spectacular, was enjoyed in 10,249,000 homes.

But ratings are only one part of the picture. NBC Color Spectaculars have achieved nation-wide impact. People talk about them, read about them. They're big, exciting, newsworthy. Last week's Judy Holliday cover on LIFE is an example of the constant attention they attract. Equally impressive is their merchandising magic. Dealers are more than enthusiastic about the response at point-of-sale. And perhaps most important, these Spectaculars have provided vital impetus to the greatest selling medium yet devised . . . color television.

Creation of the Color Spectacular is only one aspect of NBC's dynamic program leadership in Television -- leadership that brings more families to the average evening program on NBC-TV than any other network.

NBC TELEVISION
a service of RCA

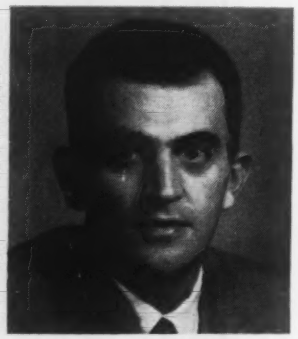
else, have us try to get out from under a commitment, just because it is not in writing—or because the contract has not yet been signed.

The agency has a reputation to maintain—an order is a commitment and obligation whether it be verbal or in writing.

This is why it is important for buyers to know what they have contractually agreed to. This is why they must know every clause of the contract—and that they convey the terms and conditions of such commitments to their account men and clients.

To sum up—if:

1) We work as a team—advertiser, agency and broadcaster, and
2) We know our relationship with each other and our responsibilities to each other, we can't help but have a smooth-working and successful team.



ROBERT REUSCHLE

I HAVE BEEN on three sides of the fence: timebuyer . . . station man . . . and station representative (he's the man in the middle).

Every timebuyer should try being a salesman . . . and every salesman should just try being a timebuyer. Or, to put it more bluntly, did you ever have to stay home and feed and diaper the kids while your wife spent the whole day in New York shopping? You know the other fellow's job is not always as easy as it looks.

Somebody said the other day, "The best advertising men are those who best understand women" . . . and I like to think, "The best timebuyers are also those who best understand salesmen." Salesmen are the CATALYST to our whole economy . . . something like the sparkplug in your car. Therefore let's begin by recognizing that saleswork, like timebuying, is a profession too . . . it's not *"piddling"* . . . nor is it *"peddling!"*

Probably some of you might be asking yourselves how to learn timebuying quickly. One of the best ways is to ask questions of salesmen. Take the salesman into your confidence whenever you can do so . . . you might be surprised how much he can help you . . . admit what you don't know, or don't understand . . . don't try to bluff . . . an inquiring mind will pay you great dividends, and you and the salesman will *both* profit by it.

Salesmen can often help you sell your ideas on radio-tv values if you will welcome sales calls on your account executives and clients. Timebuyers feel they have the right to contact stations direct—and rightly so, for it leads to a better understanding and a solution of many problems all the way around. Of course, timebuyers should let the salesman know this is being done, just as the salesman should first cover the agency before going to the client. Sales calls on clients is not a serious complaint. . . . However, it is a fact that the print media boys have a better working relationship in this regard.

In other fields of endeavor, many thousands of dollars are exchanged or committed by a simple raising of the hand, or a nod of the head. When a station representative gets a telephone order, many wheels start to turn.

Station people would like to see timebuyers make more trips into the field to see markets and observe local conditions first hand. Your clients and account executives usually have this experience or go out and get it by riding delivery trucks; calling on jobbers; selling their products from behind the retail counter; checking shelf display and merchandising, etc. While it is true that the busy timebuyer is often confined to his desk, it is hoped the buyers will take every opportunity to get out in the field and, at the very least, get the feel of some local markets. When you see the local shows and meet the personalities, you will have a much better idea of what you bought and the kind of audience this show reaches. You will discover new ways to use and merchandise these programs. Just think of some of the New York programs you are so familiar with and I think you will agree, if you can make more trips to stations you will be even better buyers.

In my early days as a buyer I once had a tendency to have preconceived notions about—

"My client will only buy 50,000 watters" . . . or . . .

"We can only buy network stations" . . . etc.

Just as the character of our business keeps changing . . . so do the relative values of radio-tv stations. You all know that power, frequency, network affiliation and program or personality changes can sometimes quickly affect a station's audience pulling power. It is possible for one station to go from independent to network affiliate and increase its audience. The same thing can happen in reverse. Perhaps just a short six months ago you considered station "X" to be the buy in its area . . . but something happened in the meantime. I remember once calling the client to happily announce: "I have been able to get your spots in that hot disc jockey show, *The Katzenjammer Kid* . . . only to have the client tell me *Katzenjammer* moved to the other station two months ago!

Remember the station representative has a responsibility to his client too . . . the station. He is at least responsible for knowing what campaigns are breaking . . . and getting a shot at the business. The point is . . . you can do a better job for your client, and yourself, if you ask for availabilities on all stations in the market before you buy.

The sales fraternity is always a little concerned about the way some media market lists are prepared for print and radio-tv . . . (and that's probably the understatement of the year) . . . and while it is true that the seller of time can never be in a position to know the intimate details of an advertiser's marketing and media strategy . . . just one word of caution. . . . Ranking markets for local media use by such yardsticks as households, effective buying income, population, retail sales, etc.—may all be important and useful approaches —but we wonder at times whether sufficient attention is given to the fact that you can't build a fence around a radio or television station signal. These media and their programming fare have large audiences beyond the metropolitan city, where people in the urban-rural areas are influenced by the advertising on these two electronic media. Many urban-rural families do a large share of their purchasing in the big cities . . . thus inflating the meaning perhaps of *retail* sales in that city. To assume that magazines have deep penetration right across the country is a mistake.

For example: one of the largest weekly magazines reaches about 14% of the families in WHUM-TV's area . . . and only 19% of *all the people* if we allow 4.75 readers per copy to account for pass-on circulation. Remember this 19% is its total potential audience . . . we haven't taken into account any research ratings on the *reading* or *noting* of any ad. Markets are people, wherever they are, and radio-tv reaches them best. We would like to see more emphasis put on radio-tv's *total* audience . . . by the timebuyers who help to sell it.

There is one small gripe . . . salespeople have. It is the amount of time wasted waiting in advertising agency reception rooms . . . Timebuyers calculate cost-per-thousand . . . cost-per-rating-point . . . cost-per-commercial. But did you know that: the Cost-Per-Hour, in Reception Rooms, Per Salesman is about $5.48?

Please try to remember that a salesman's time is just as valuable as yours. We know that all too often timebuyers are called into those inevitable meetings at the last minute . . . but do the guy a favor and see that he isn't told of this after waiting around for half an hour. Brief your luscious secretary on this problem . . . she might be able to come to the lobby and handle the call and save *you* time. And for us, the call won't be a *total* loss.

One last thought: Armed as you *must be*, with intestinal fortitude, and a sense of humor . . . and after you have examined all the yardsticks . . . power; frequency; coverage, gross and net; cost; ratings, gross, net and cumulative; cost-per-thousand; cost-per-rating point; cost-per-commercial; audience composition; programs preceding and following; competition; merchandising pluses; sales potential; package rates; overlap of other stations or other media, *AD INFINITUM* . . . try to remember that sometimes "a philosophy is more important than a formula" . . . and let your good common sense smile through!

ON THE AIR FROM 7A.M. TO 1A.M.

basic CBS shows + top ABC shows
+ ST. LOUIS' FAVORITE PERSONALITIES

ED WILSON
4:15 — 5:00 P. M.

TOM DAILEY
12:30 — 1:00 P. M.

GIL NEWSOME
5:00 — 5:30 P. M.

UNBEATABLE ENTERTAINMENT
AND

ZOOMING SALES

FOR YOU

you'll sell more...

in St. Louis on channel **4**

1,560,000 POPULATION
100,000 WATTS — OVER 650,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.

KWK-TV

CBS TELEVISION NETWORK

MARKET RESEARCH MEANS PEOPLE, TOO

IN RADIO-TV, WHAT COUNTS IS WHO LISTENS TO WHAT, AND WHEN

WHAT is a market? Different things for different products at different times in different media, according to J. A. Ward, president of the market research firm of J. A. Ward Inc., which recently completed a nationwide survey of listening and viewing habits for Mutual. Audience composition can mean more to an advertiser than audience size, and commercials timed to coincide with appropriate listener activity (such as advertising a detergent to women at dishwashing time) can be much more effective than at other times, Mr. Ward told the Nov. 23 session of the Radio Television Executives Society timebuying and selling seminar in New York, in a talk excerpted here.

THE ANSWER requires a knowledge of the product to be sold, its uses, its competition and its distribution. These are the elements which determine the characteristics a marketing man looks for and establish the relative importance of special groups in marketing.

In the final analysis, markets are people who may buy the item you are trying to sell. It is to them you aim all your sales ammunition.

The first step usually taken in defining your markets is to classify people into convenient groupings so that you can analyze your marketing problem more systematically. Standardized groupings based on objective nose counts of age, sex, geographic location and buying power are essential to knowing your market; but they may be misleading unless further evaluations are made in terms of interest in the product and its competition.

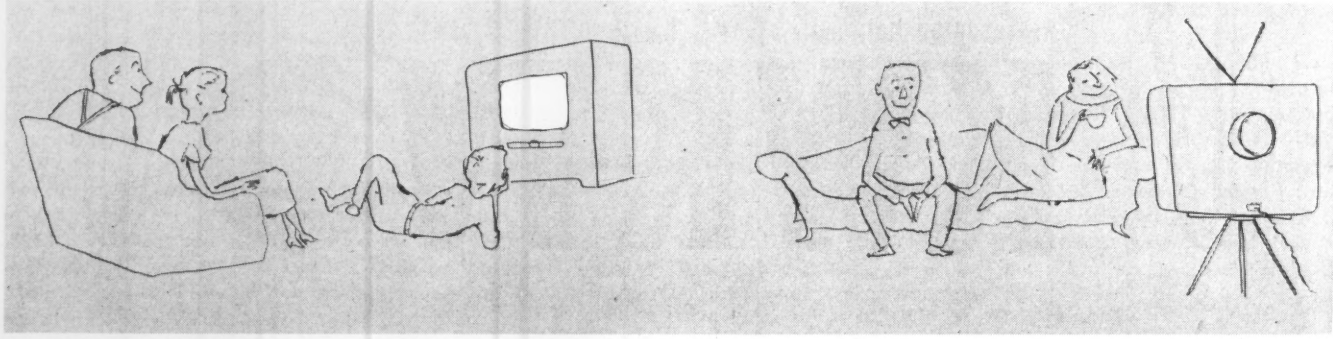
As a market researcher, I'm the last one to minimize the importance of these definitions of markets—but I think I can make a better contribution to your thinking by restricting myself to the application of my subject to radio and tv.

Our organization has just completed a study of air media [B•T, Oct. 4] which I believe permits for the first time market interpretations of these media in terms of *people*. Practically all previous measurements of the size and characteristics of the various markets reached by air media have been expressed in terms of sets or families. This means these measurements give equal value to each family regardless of the number of people they contain.

Our study differs from these because we have given equal value to each individual person, thereby permitting a specific examination of the markets represented by air media. This difference in the unit of measurement developed information that is, in many respects, dramatically different from previous data.

IN THE DAYTIME: OF ALL THE TIME PEOPLE SPEND LISTENING AND

IN THE NIGHTTIME: OF ALL THE TIME PEOPLE SPEND LISTENING AND



Perhaps the most startling difference we found was in a comparison of the amount of time spent with each media during a given day. Previous measurements have indicated that the average tv set use is much greater than average radio use during a day. Our study indicates that among all viewers about two hours a day is spent viewing television and approximately the *same amount of time* is devoted to listening to a radio by the average radio listener.

The point is that most research has measured total set use, which obviously is greater than the amount of time most individuals can spare from their normal daily activities. For example, in my home the television set is on for probably more than five hours each day. However, there is not a single person in the family who can, or does, spend that much time viewing television. They come in and out of the audience at different times.

Thus, by one form of measurement—the family unit—the casual interpretation would be that tv enjoys perhaps a 3 to 2 superiority over radio. Our study clearly indicates that this is not so—that there is a high degree of equality between both media over a full day of operation.

For example, we found that in the course of an average weekday, both radio and tv reach about 60% of all the people in the country over the age of 5. And, instead of the commonly accepted idea that tv dominates the major proportion of air time (by air time I mean the total radio-television exposures combined), the amount of time devoted to each medium is about the same.

The reason the study shows this is simple—instead of measuring warm tubes, we measured *people* and their activities. And in doing so, we measured markets.

Now, of course, there are some major differences between the markets reached by radio and those reached by tv. Television reaches more 6-to-12-year-olds than does radio. Radio reaches more persons in rural areas than does tv. Radio reaches more adults, especially women.

But this is over a full day. Nobody can buy or sell *all of radio or all of tv*, so the question of what sort of market you can reach by using one or the other medium narrows down to specific time periods and networks. In each such segment of the total time, the markets or people you can reach may vary considerably.

For example, before 6 p.m., of all the *time* people spend with radio or television 70% is devoted to radio listening. After 6 p.m., 75% of all such time is devoted to tv. And, furthermore, of the total time people devote to air media, roughly half occurs *before* 6 p.m., the other half *after* 6 p.m.

J. A. WARD

A part of the process of knowing your markets involves knowing why these things occur. We developed some fairly clear reasons as to why radio-tv markets divide up the way they do. The basis of our study was a complete measurement of the daily living habits of the people in this country. We studied their activities throughout the day, from the time they got up in the morning until they went to bed at night.

Of all this waking time each individual has during a full day, a certain proportion is devoted to dressing, eating, working and leisure time. What we found was that people can and do listen to the radio when engaged in any of these activities. Of course, the nature of the medium permits this. The housewife can listen while she works. Also, most homes have kitchen radios or car radios, in addition to a living room radio. So, people can listen in more than one place.

Tv, on the other hand, is more restricted. In the first place, almost nine out of ten tv sets are located in living rooms. In the second place, full use of tv requires the use of the eyes as well as the ears and makes more difficult the performance of other chores simultaneously. Thus the vast majority of all tv viewing is done during leisure time—and most leisure time occurs in the evening hours.

All of this points up the fact that radio and tv, as a whole, are not what you could call *a* market—but represent many, many markets, different for each broadcast period.

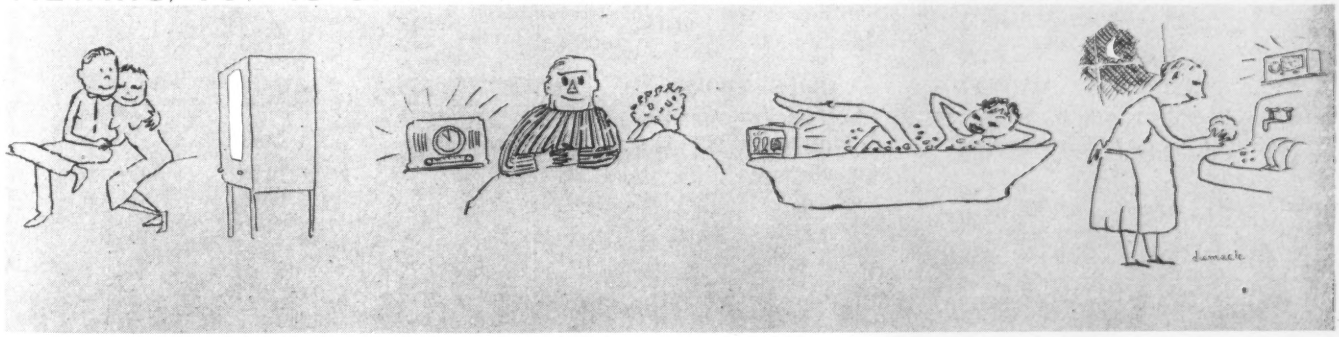
It was one of the objectives of our study to examine the characteristics of these hundreds of individual markets. To do so we made analyses of individual time periods by the age, sex, geographic location and income of the people we studied. Some of each type were, of course, listening to the radio, some were watching television. Thus we are able to examine the audience composition of both media. And study the market factors that buyers and sellers of time require for the best implementation of these media.

Up to this point, I have been making comparisons and contrasts between radio and tv. Now I would like to tell you a little about what we found with respect to how these characteristics vary by periods. For the sake of avoiding confusion I'll stick to radio.

I mentioned earlier that there are always some subjective standards for measuring

VIEWING, 70% IS SPENT WITH RADIO WHILE 30% IS SPENT WITH TV

VIEWING, 75% IS SPENT WITH TV WHILE 25% IS SPENT WITH RADIO



THESE ARE THE STATIONS FC

NATIONAL SPOT R

FREE & PETERS
INC.

Pioneer Station Representatives Since 1932

NEW YORK	CHICAGO	DETROIT
444 Madison Ave.	*230 N. Michigan Ave.*	*Penobscot Bldg.*
Plaza 1-2700	Franklin 2-6373	Woodward 1-4255

ATLANTA	FT. WORTH	HOLLYWOOD	SAN FRANCISCO
Glenn Bldg.	*406 W. Seventh St.*	*6331 Hollywood Blva.*	*Russ Building*
Main 5667	Fortune 3349	Hollywood 9-2151	Sutter 1-3798

NSFOR YOUR

OTRADIO CAMPAIGN . . .

EAST, SOUTHEAST

WBZ+WBZA	Boston-Springfield	NBC	51,000
WGR	Buffalo	NBC	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WPTF	Raleigh—Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth—Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	50,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth—Dallas	NBC-ABC	50,000
KENS	San Antonio	CBS	50,000

MOUNTAIN AND WEST

KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu—Hilo	CBS	5,000
KEX	Portland	ABC	50,000
KIRO	Seattle	CBS	50,000

markets—such as the degree of interest people have in your product. As I said, we found that radio listening goes on even while the listener is engaged in other activities. Now, if you are concerned with a food product, it might seem important to you to reach women while they are in the act of preparing or eating food. There are times each day when most women are doing just that.

Radio has the peculiar ability to reach people at the point of use. For instance, we have analyzed a number of time periods and networks and find that there is a period where one radio network delivers over 3.5 million listeners, of whom over one-third are women who are eating or preparing food.

Exactly 45 minutes later, this same network delivers the same total audience—but only 1/10th of this audience is composed of women preparing food at the time.

We also found that during the period between 4 and 5 p.m. EST, there are *more* people in this country riding in automobiles than at any other weekday time. The gasoline manufacturer who wants to reach potential customers by means of the *auto radio* will examine such a time period carefully. He might ask: Who are the people riding in automobiles at this time? What proportion are men?—because there is another time period, when fewer people are riding in automobiles, but when more men are in the auto-radio audience.

Let me give you a few more illustrations of the way the characteristics of audience vary. By age, for example. In our study, one network had almost equal total audiences at periods about three hours apart. In the first period, almost half the audience was under 19 years of age; in the second perior, nearly half was 40 years or older.

We found many other market differences in the periods we studied. There are time periods in which southern markets represent a third of total audience, in contrast to periods of equal audience size in which a third of the listeners are in the western market.

Another period had an audience of almost twice as many persons with family incomes in excess of $5,000, on a *different* day.

Beside these physical differences of audiences, we found enormous contrasts in the activities of the audience during different time periods. For example, in comparing two daytime quarter hours—in the first, 2/3 of the women listeners were doing household chores, in the second, 2/3 were at leisure. The differences were so great that we frequently found larger "specific markets" (such as men) during periods when the total audience was smaller than it was during other periods.

I hope these brief examples serve to illustrate the point that air media cover widely different markets at different times. The more you know about these shifting markets, the better you can both buy and sell radio and tv time.

It is my belief that it's more important for you to know the composition of the audiences in the time periods you are buying or selling than it is to know the sheer size of that audience, whether the size is expressed in terms of total sets, total families or total individuals. In radio-tv, audience is shifting so constantly that its characteristics become vitally important, lest you waste ammunition on the wrong targets.

TOP BILLING AT KEX GOES TO RADIO NEWS

RADIO WAS BORN with a news broadcast. The first regularly scheduled commercial broadcast was the Harding-Cox election results on Nov. 2, 1920. Today, no station manager would think of not allotting a generous share of his air time to news shows.

Not every station manager agrees on the amount of time which should be devoted to news. But at least one, J. B. (Steve) Conley of KEX, the Westinghouse station in Portland, Ore., believes it isn't possible to get too much. He says flatly, "News is not only the backbone of radio but also a service in which radio excels any other means of communication."

That's why KEX devotes 18% of its best air time—almost four hours between 6 a.m. and 10:15 p.m.—exclusively to news.

Says Mr. Conley, "I've been around radio a long time, but it took television to make me see the value of good news coverage to a radio station. There's no getting away from it, television competition was rough. But where tv can do a better job on some things like dramatic programs and variety shows, we can lick them consistently on news because of immediacy and flexibility.

Figures show that KEX's income from sponsored news broadcasts has almost tripled since 1950. In 1951, revenue from news shows was 131% of the 1950 figure. By 1952 it was 166%. Last year the total was 229% of the 1950 revenue, and this year it will hit 287%.

Only 8% of the station's total income in 1950 came from news. It was up to 10% in 1951, 13% in 1952 and 16% last year. Today, as Steve Conley points out, "Twenty-two per cent of all KEX's revenue comes from news broadcasts. Twenty years ago, I never would have believed it possible."

News director of KEX is Bob Thomas, who had amassed ten years of newspaper experience before joining KEX in April 1945. A soft-spoken, slightly-built man with greying hair, he looks, talks and thinks like a newspaperman, and he firmly believes that the best radio news shows are those put together by following basic newspaper practices.

Since he has been in radio, Mr. Thomas has developed some positive ideas about pure radio problems. For one thing, he insists mere staff announcers don't make good newscasters. He explains: "An announcer is accustomed to reading commercials—to selling things. He may do it very well. But a news broadcaster should have a high sense of drama. He is being called upon to act out a highly dramatic situation."

One of the most important members of the KEX news staff, like its city editor, never goes near a microphone. That's ace "legman" Mary Margaret Whittemore, a New York girl who worked on magazines there before marrying a Portland pediatrician.

You can find "Mike" covering the day's top local story—the big murder trial, the controversial council meeting or the six-alarm fire. Hourly she phones the station with last-minute bulletins, only leaving the scene of the news at 11 a.m.—when she hurries in to write her story for Washburn's 12:15 p.m. broadcast—and at 5 p.m., when she returns to the station to bring the story up-to-the-minute for McGowan's 6 p.m. show.

For the other members of the KEX news staff, who gather news mostly by telephone, life is made easier by Station Manager Conley's edict that they are to have unlimited use of the long-distance phones. "With our three-hour time advantage over the East Coast, that means a lot," Mr. Thomas observes. "We can call Washington or New York on a story with a Portland angle and often get what we want before the wire services can get it to us. For example, we can get a quote from Interior Secretary McKay (former governor of Oregon) on our 7 a.m. broadcast about something that happened in Washington at 9:30 a.m."

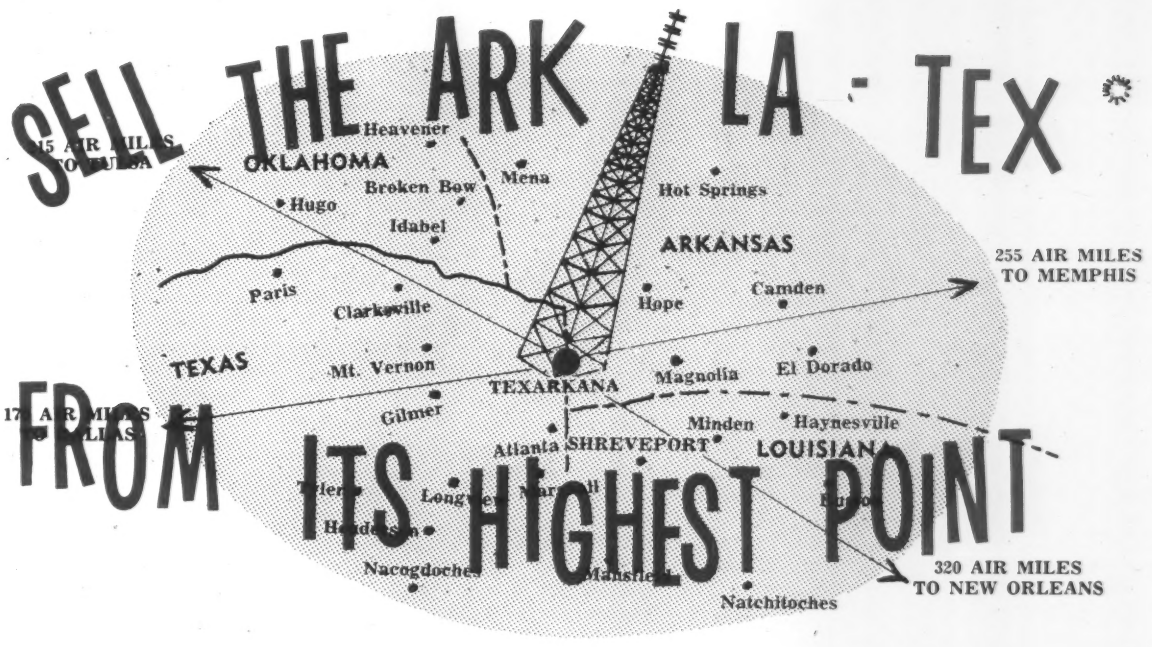
With such calls supplementing the full UP and INS service for national news, plus the ABC network news shows KEX carries, the station's Thomas-trained KEX news staff devotes itself to ferreting out fresh angles for the local news. Sherman Washburn and George McGowan do the bulk of the newscasting. Mr. Washburn handles five news broadcasts daily, his first at 6 a.m. and his final at 12:15 p.m. Mr. McGowan does six newscasts from 2 to 10 p.m.

In addition, there are a half-dozen other newscasts, written by Bob Thomas and his staff and put on the air by announcers. And, of course, there are break-ins for bulletins on big stories.

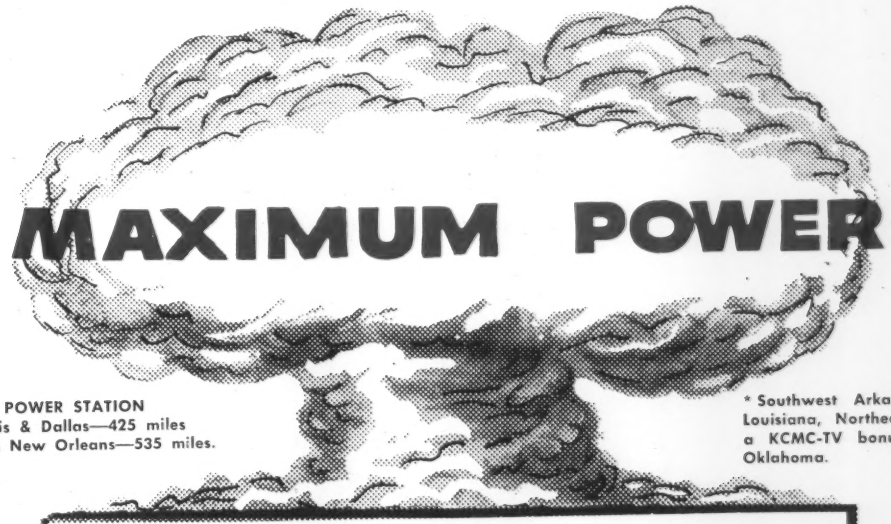
Mr. Thomas says: "For the two million people in our basic 50 kw area, we try to be a front page and a darned good one."

The surest sign of his success, he believes, is that news sources call him instead of just the newspapers when a story breaks. But to Station Manager Conley, there's a surer sign that Thomas has found the right formula for radio—the ever-mounting revenues from news broadcasts and the ease in finding sponsors for KEX's unusually heavy schedule of news shows.

NEWS DIRECTOR THOMAS, 'MIKE' WHITTEMORE



The KCMC-TV Tower is the HIGHEST POINT within a 72-mile radius. In the Level Terrain of this Rich Area, No Hill, No Man-Made Object Rises Above the Channel 6 Mast at Texarkana—the HUB of the ARK-LA-TEX *.



THE ONLY FULL POWER STATION
between Memphis & Dallas—425 miles
between Tulsa & New Orleans—535 miles.

* Southwest Arkansas, Northwest Louisiana, Northeast Texas—PLUS a KCMC-TV bonus of Southeast Oklahoma.

CHANNEL 6 CBS—ABC—DTN

KCMC TV

TEXARKANA, TEXAS-ARKANSAS

Represented Nationally by Venard, Rintoul & McConnell, Inc.

BEAUTICIANS TO TV COOKERY

VIDEO VITTLES MAKES VIDEO FOOD LOOK GOOD ENOUGH TO EAT

By Rocco Famighetti

DOES the chocolate cake in your tv commercial have that tired, worn-out look? Do you want to perk up the spinach so that the kiddies watching their favorite tv program will really want to eat that vegetable? Do your tomato soup and fried eggs come through on television like something that you wouldn't feed your worst enemy?

Well, if these are some of your trials and tribulations, you can be saved. Just as a station operator with technical problems calls on a consulting engineer and a film producer with copyright headaches seeks help from a lawyer-specialist, television commercial organizations plagued by "fouled-up food" can utilize special services.

Video Vittles Inc., New York, has a scope of operations that extends much further than that of a mere catering service, which television has had since its inception. It is a complete packaging-consultancy-catering operation which currently is servicing more than a dozen clients, furnishing drawingboard to on-the-air service on food commercials.

The driving forces behind Video Vittles are Kit Kinne, food editor of NBC-TV's *Home* show, and her lawyer-husband Charles Sigety. As with many thriving business enterprises, Video Vittles emerged from a chain of circumstances, starting about three years ago when Miss Kinne was the "Sally Smart" of WOR-TV New York's *Sally Smart's Kitchen*. Miss Kinne received a telephone call to bake some cakes for Pillsbury for CBS-TV's *Godfrey and his Friends* program. The word circulated that Miss Kinne, a graduate home economist out of Cornell U., was preparing the Pillsbury commercials, and other food companies availed themselves of her services.

Business began to boom to the point that it could no longer flourish on a modest scale, and nine months ago, Miss Kinne and her husband formed Video Vittles. They currently maintain a completely equipped kitchen covering 225 sq. ft. of space at 135 E. 95th St. in New York, and employ four full-time cooks and home economists, and a number of part-timers when business is particularly frisky.

One indication of the scope of business activity, Mr. Sigety said, is that the food bill alone amounts to $1,500-$2,000 a month. When color programming accelerates its pace next year, he added, food expenditures will blossom into an even larger item.

Mr. Sigety, a graduate of the Yale Law School and a one-time member of the Compton advertising agency's staff, contends that expert food advice is needed by agencies and sponsors on black-and-white as well as color commercials. In fact, Mr. Sigety believes that guidance is even more important with respect to black-and-white because it is imperative that discrimination be attained in terms of shading.

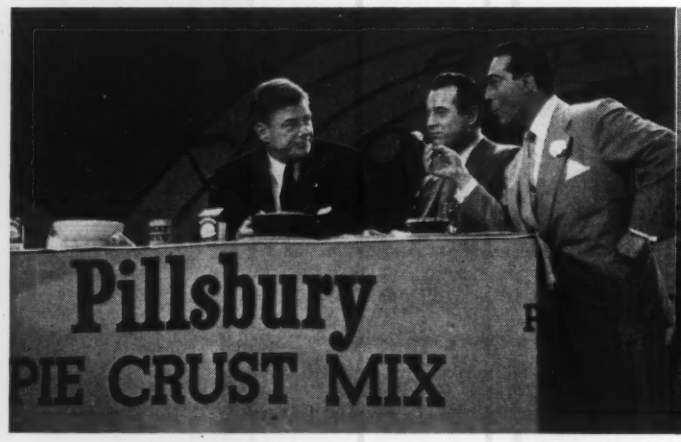
A steak or hamburger in black-and-white looks like a black mass when cooked, Mr. Sigety explained, so Video Vittles recommends that it be shown raw, thus achieving a light tonal effect. A rich spaghetti sauce would look "like mud," according to Mr. Sigety, unless it is assisted by overhead lighting.

Another important consideration in black-and-white, Miss Kinne interjected, is the selection of "accessory" foods which will blend well with the *piece de resistance*.

Over the past few years, Miss Kinne and her husband have gleaned from their experiences a card file of *do's* and *don'ts* for the telecasting of food commercials in color. For instance, they have learned that tomato soup will look palatable if only a certain amount is used in the bowl and a headlight

AT TOP (l to r): Video Vittles' Kit Kinne, Martha Arvin, Sally Wells, Charles Sigety.

GODFREY AND FRIENDS TRY THE PIE . . .



. . . WHILE ARLENE FRANCIS EXTOLS A RECIPE

other members of the FARM family, too

Of the 533,000 TV homes served best by WCCO-TV, 180,000 are big-buying farm households. And the folks out on the rich Minnesota-Wisconsin acres welcome WCCO-TV into their family circle—just as their city cousins do.

From 8 am to 6 pm every day, the average ARB* rating:

	city	*farm*
WCCO-TV	6.0	8.2
Second station	3.6	4.6
Third station	4.6	1.4

*October Telepulse

Inside and outside the Minneapolis-St. Paul metropolitan area, it's the same pattern of WCCO-TV family acceptance.

WCCO-TV The other member of the family **MINNEAPOLIS-ST. PAUL** **CBS**

is placed directly over the bowl; scallions should be tinted white with vegetable dye; hard-boiled eggs look appetizing if the white part is tinted slightly yellow; and vegetables of extreme colors—either light or dark, such as spinach, kale and cauliflower—do not photograph well and "accessory" foods must be selected carefully to produce an appetizing picture.

A commercial in which Video Vittles participates usually begins at the script stage at the agency, with Miss Kinne and Mr. Sigety called in for suggestions on demonstration treatment, background, props, etc. (The company maintains a complete line of props, including dishes.) Subsequently, they work closely with the agency and talent through rehearsal and up to the actual on-the-air commercial. (There's no problem in disposing of the food left over after a television program; the stagehands and actors always seem to take care of it.)

Before the commercial is placed on the air, however, there is considerable experimentation. Mr. Sigety points out that it is often necessary to fry 80 pork chops during experimentation at Video Vittles' kitchen in order to prepare for a commercial involving six pork chops, and to fry 25 pounds of bacon for a commercial using merely eight slices. This extensive pre-testing and accumulated experience, Mr. Sigety noted, are placed at the disposal of the client.

Among the clients for which Video Vittles works are Perrin-Paus (Sunbeam kitchen utensils); Leo Burnett (Pillsbury and Converted Rice Inc.); Fitzgerald Agency (Wesson Oil); Maxon (Heinz); Dancer-Fitzgerald-Sample (American Chicle and Nestle), and others.

Miss Kinne and Mr. Sigety predict a roseate future for Video Vittles, particularly when color television becomes more widespread, because agencies and sponsors are becoming increasingly aware of the value performed by VV. Currently they are in the process of educating prospective clients to the need for hiring the expert to help prepare their food commercials. They acknowledge frankly that some agencies view it as an added expense that they had not considered previously, but there is a growing tendency on the part of agencies to think in terms of Video Vittles when they plan a food commercial.

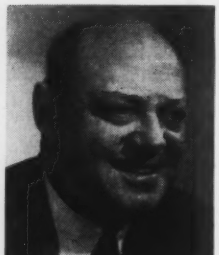
"After all," Mr. Sigety said, "food is probably the number one advertiser on network television. If the viewer sees an unappetizing commercial, the advertiser's efforts have all been for naught. As any housewife can tell you, food needs care. Particularly, on television, you can't 'mess around' with food."

CINCINNATI HOTELS LIKE HOLLOWAY'S WAY

PROOF that the views of a contemporary critic of the American scene, honestly and humorously presented, are good radio for sponsors as well as listeners comes from the Cincinnati Hotels Assn., which has renewed Hubert Holloway's *I See Today*, on WKRC Cincinnati, Sun., 5:45-6 p.m.

In announcing the renewal, Thomas G. Corcoran, president of the hotel group, said: "Our Association has long been alert to the need for community understanding and appreciation of hotels. We feel that Hubert Holloway's Sunday program is a fine approach. His down-to-earth comment, common sense objectivity and humor stick with listeners. The Association renews its WKRC-Holloway contract for another six months with confidence that the program is a hotel-community contribution. It will be given wide hotel promotion to assure the maximum listening audience."

Mr. Holloway, former Washington correspondent and public relations consultant, added the Sunday broadcasts to his five-minute Monday-Friday series, sponsored by the *Cincinnati Times-Star* (owner of WKRC), which also carries a daily column under the same title, after these broadcasts had increased the paper's circulation and readership [B•T, Oct. 26, 1953].



MR. HOLLOWAY

Mr. Holloway employs a friendly, informal style in delivering the middle commercials for his Sunday sponsor. On one September program dealing with the transition from summer to fall, his commercial comments went like this:

"You know, the changing seasons and the shifting plans of humans remind me somewhat of hotels. Take for instance the last week. Cincinnati has been host to our ballot ruling fathers who are no longer slim, but have a slim control in Congress. They were here to whoop it up for the Grand Old Party. They called it a shirt-sleeves convention, but wore coats on account of the air-conditioning. There was a report that the Queen City was selected on account of our fine hotels being air-conditioned—and noted for facilities and service.

"But what I wanted to tell you is this: If you want to see democracy in action, visit your favorite hotel. Conventions of diverse groups with diverse purposes follow each other. In the same rooms where the postal folks blasted President Ike for ruining their Christmas by vetoing a raise, the GOP lauded the President as being the first man to ever give us complete, unhampered peace and prosperity.

"The postal folks also had signs urging folks to go to Boston next, but the GOP ignored their signs. They're trying to get back to Washington. It was funny seeing waiters who are Democrats serving Republican bigwigs without even spilling soup on 'em. It just shows how hotels are non-political service institutions for everybody.

"And here's a tip if you want to get the little woman out of the 'summer blues.' A dinner or weekend in your favorite summer hotel. Just take her to one of the many fine hotel restaurants or dining rooms and tell her she is the prettiest woman there. Let the management know you're coming and head waiters will greet you like the celebrity you are. Americans are the greatest celebrities—aren't we entertaining the world, with little applause?"

One fan described his programs as "instructive, interesting, enjoyable, spirit-provoking, outstanding, unafraid and truth-seeking." Dick Huntington, editor of *Hotel World-Review*, in an editorial, called the Hotels Assn. sponsorship of his Sunday series "one of the best public relations jobs being done by any group in the hotel field."

CREDIT WHERE CREDIT IS DUE

PUBLIC SERVICE has taken a new twist in a suburban Chicago community, rebounding to the benefit of advertisers and listeners alike.

For some months now, WNMP Evanston, Ill., a small 1 kw daytime-only station, has been airing special announcements before and after sustaining broadcasts crediting local advertisers with making possible all of the station's programs. Previously, such programs had been labeled conventionally as "a public service by this station."

WNMP tells its listeners that it is "able to bring this program of public service to you, as it does all other programs on this station, through the broad commercial support it receives from its sponsors and advertisers." It then mentions an advertiser's name and address.

The idea was conceived locally by Angus D. Pfaff, owner-president and general manager of the outlet, who expresses hope it may be adopted by other stations, "if only as an occasional reminder of the blessings of our free system of broadcasting." Agency timebuyers have expressed appreciation for the bonus air mention over and above their contracts, Mr. Pfaff says.

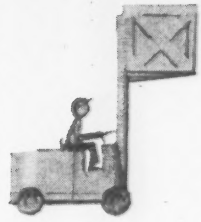
The project, according to Mr. Pfaff, pays off in three ways: (1) reminds the listener of the benefits of the free American system of broadcasting, (2) acknowledges the station's thanks for advertising contributions, and (3) affords clients "valuable attention at a psychologically favorable moment." WNMP airs a standard disclaimer making plain the particular advertiser mentioned is "in no way connected with the broadcast itself." Thus far, no WNMP advertiser has declined to extend permission for placing its name on the public service list. The clients are rotated without regard to the amount of business they place on WNMP.

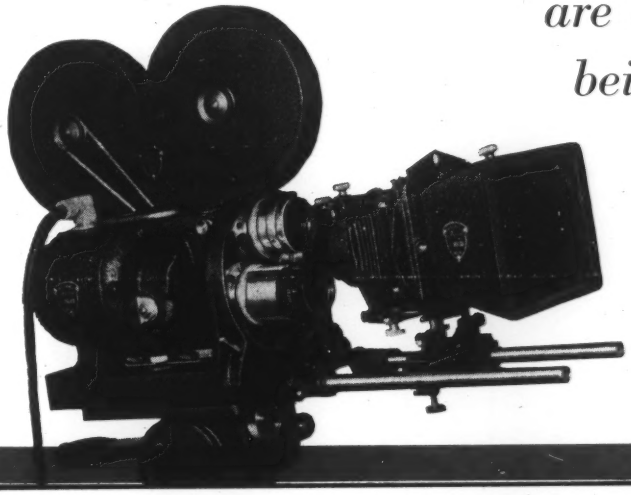
IMPORTANT ANNOUNCEMENT

re: the Mitchell 16mm Professional Camera

IMMEDIATE SHIPMENTS

are currently being made





...with this announcement

the Mitchell Camera Corporation, for the first time in history, now offers you shipment of the famed Mitchell 16mm Professional Camera on receipt of your order.

THE CAMERA WITH A HERITAGE

There is no substitute for a heritage of GREAT ENGINEERING. No 16mm motion picture camera made anywhere in the world can match the technical perfection which a Mitchell 16 brings to your film. Each 16mm camera has the same supreme custom workmanship and Mitchell's exclusive, positive operation that is today world-famous ... wherever truly professional films are made.

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: "MITCAMCO"

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

UBS MAKES SURE THE SHOW GOES ON

UNIVERSAL BROADCASTING PROVIDES EQUIPMENT FOR VIDEO'S EMERGENCIES AND SPECIAL EVENTS

ONE WEEKEND last spring, United Cerebral Palsy had scheduled a telethon in the Wilkes-Barre-Scranton (Pa.) area. It was to be telecast over a two-station hookup, starting at 10 Saturday evening and running until 2 Sunday afternoon. Everything was set. Then, on Thursday, the network which was to supply the equipment notified UCP's national headquarters in New York that complications had occurred and it would be unable to live up to its commitment.

That same afternoon, UCP called Universal Broadcasting System and placed an order. By Friday evening three cameras, plus sound equipment and microphones and a three-man crew, were on their way from Boston and Detroit. The telethon went on as scheduled, with crews from the local stations manning the cameras, while UBS technicians handled the sound and video controls. The show continued without interruption until 4 p.m. Sunday.

To meet its customers' needs, fortunately not always as urgent as those of UCP, Universal Broadcasting System maintains three complete four-camera remote chains with full microwave facilities. It has three crews for broadcast work, including producer, director, control men, cameramen, announcers, film cameramen and even an advance publicity man.

And Auxiliary Needs

In addition to the actual camera coverage of an event, UBS will provide or arrange for everything needed from renting the hall and lighting it to obtaining microwave links and telephone lines, including recording the program on tape or film or both. UBS jobs are about equally divided between live remote broadcasts and closed-circuit demonstrations. A typical closed-circuit operation is the one the company has staged for several years at the Michigan State Fair. There a tv set manufacturer employs UBS facilities to attract people to see themselves on tv, and then demonstrates its receivers to the assembled crowd.

UBS got into the business of providing tv equipment for special jobs more or less accidentally. Back in 1949, when the company's main business was a radio transcription service, it also acted as sales agent for sound equipment and that year added to its line the industrial and broadcast cameras made by Dage Electronics Div. of Thompson Products Co.

When UBS salesmen started calling on tv station operators, they found most of them newcomers to television and, with big investments to be paid off, hesitant about buying any equipment they did not absolutely have to have. The station operators realized that remote equipment would come in handy from time to time, but they doubted that they could use it often enough to be profitable.

One station manager listened to the UBS sales talk, sighed and said: "I like your equipment a lot, but you know how things are. I know a spot where I could use some remote gear, all right. This may be a silly question, but do you rent or lease this equipment?"

That started it. UBS did that job and realized that here was a new field, one which met a definite need and one which stood a good chance of solid success. UBS acquired the special remote equipment to do a complete job, together with trained personnel to operate it, and went looking for business.

As UBS crews learned from experience what was needed to do a job right, the company's laboratory in Detroit set about modifying standard equipment for easy shipment far and fast and to make it ready for work on arrival. When closed-circuit work was started, equipment and procedures were developed to meet its special requirements.

Begun as a partnership, UBS was incorporated in 1952. It maintains offices in Boston, where President Richard L. Colton makes his headquarters, and in Detroit, where John L. Mayer, UBS treasurer, is in charge. Robert P. Bigelow is secretary and general counsel. P. C. Huellmantel is vice president in charge of tv production and network facilities.

UBS is expanding its facilities and personnel to meet the increased demand (also its capital structure by means of a new stock issue). UBS operated at 80% the capacity of its closed-circuit equipment and manpower last year and has been completely sold out some months this fall, in addition to making a good number of live broadcasts, and has contracts already signed to cover three conventions and 11 state fairs next season.

A FORMULA FOR FOUNDATIONS ON TV

THE PROBLEMS of telecasting department store promotion for foundation garments, brassieres and panty girdles haven't baffled Block & Kuhl Co., midwestern chain.

Using the Quincy (Ill.) - Hannibal (Mo.) market as a proving ground, Block & Kuhl worked out a formula with KHQA-TV. The idea was simple.

A model wore a new fashion. The foundation garment was kept in the background, being of a type suited to the model and to the fashion on display. The undergarment was "floated" on a plastic torso form as its sales points were explained.

This method effectively carried out the theory that a fashion cannot be at its best unless worn over the right foundation garment. Viewers, of course, were reminded that Block & Kuhl was well stocked to provide both garments and foundations.

The technique—fashion in the foreground, foundation in the background—was used also on spots on another Quincy-Hannibal station, WGEM-TV. At times representatives of corset manufacturers appeared on Block & Kuhl telecasts.

Television is an excellent prestige builder and stimulates general interest in the department, according to Mrs. Mildren Purpus, head of the B&K foundation department in Quincy. She said response often is delayed rather than immediate. "Tv brings in the sales," she said, after a long period of asking customers where they saw a specified garment advertised, noting that tv answers were far more numerous than newspaper responses.

Block & Kuhl has had several years experience with radio advertising, using the WTAD Quincy *Hospitality Time*, but only the Quincy store of the 19-unit chain has used tv advertising.

Block & Kuhl is reportedly shopping around for other suitable broadcast vehicles, possibly a tv fashion show, for foundation advertising. A roving-reporter type of radio program also is being considered. In recent months B&K's broadcast promotion has been based on spots and a film show.

THIS IS THE WAY the Black & Kuhl department store chain has carried out its tv formula—fashion in the foreground, foundation in the background. Here is a scene in the KHQA-TV Quincy (Ill.)-Hannibal (Mo.) studios.

JU LOOK!

We're up in the air and we love it. 1,063½ feet to be exact[ly] maximum power granted f[or] 4 — adding 222,200 fam[ilies] 152,900 television sets to th[e] extensive coverage of Michiga[n] Television Station.

A flip of the fancy flap at the [left] will show you at a glance the [new] WWJ-TV story. You'll agree that [there's] something to get excited about—so[mething] thing to take advantage of *right no[w]*.

With Detroit's TALLEST TOWER and MAXIMUM POWER now in operation, you can depend on WWJ-TV for the best in television transmission and reception . . . in one of America's greatest markets.

CHECK WWJ-TV's NEW COVERAGE

JUST LIFT THIS FLAP

here's why
WWJ-TV
is happy to
announce
TALLEST tower...
MAXIMUM *power!*

In Detroit . . .
You Sell More
on Channel 4

WWJ-TV

NBC Television Network
DETROIT
Associate AM-FM Station WWJ

WWJ-TV can help YOU build a show and build your sales in Detroit. See your Hollingbery man . . .

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY

★ 366½ additional feet of antenna height ADDS TO

WWJ-TV's

Impressive channel 4 coverage

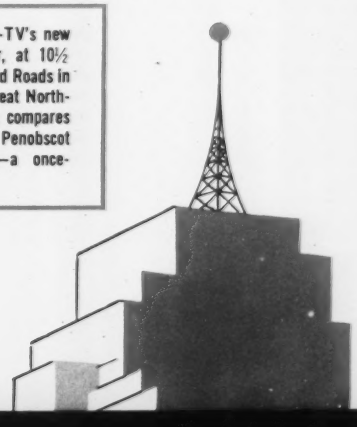
- 222,200 HOMES
- 152,900 TV SETS

bringing WWJ-TV's

NEW TOTAL to

- 1,725,800 HOMES
- 1,466,000 TV SETS

Here's how WWJ-TV's new 1,063½-foot tower, at 10½ Mile and Greenfield Roads in the heart of the great Northwest Detroit area, compares with the former Penobscot Building location—a once-proud 697 feet!



JUST LOOK!

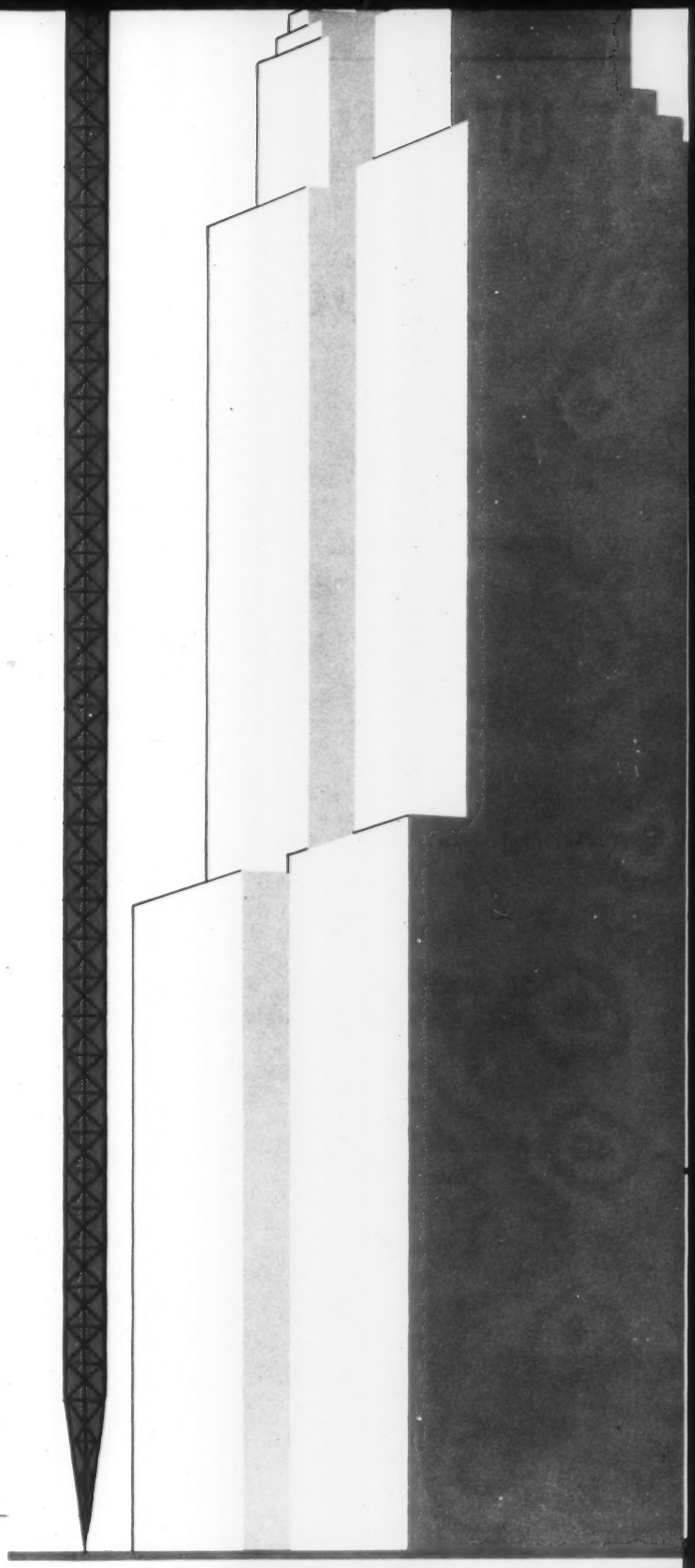
We're up in the air and we love it. Up 1,063½ feet to be exact – and with maximum power granted for Channel 4 – adding 222,200 families, and 152,900 television sets to the already extensive coverage of Michigan's First Television Station.

A flip of the fancy flap at the right will show you at a glance the *new* WWJ-TV story. You'll agree that it's something to get excited about—something to take advantage of *right now*.

With Detroit's TALLEST TOWER and MAXIMUM POWER now in operation, you can depend on WWJ-TV for the best in television transmission and reception . . . in one of America's greatest markets.

CHECK WWJ-TV's NEW COVERAGE

JUST LIFT THIS FLAP ➡



In Detroit . . .
You Sell More
on Channel 4

WWJ-TV

NBC Television Network
DETROIT
Associate AM-FM Station WWJ

WWJ-TV can help YOU build a show and build your sales in Detroit. See your Hollingbery man . . .

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV's family circle of Detroit's favorites . . .

featuring...

★ **ROSS MULHOLLAND**
"Adventure Ho!"

★ **BRUCE MAYER**
"Ladies First"

★ **PAUL WILLIAMS**
The Day's News

★ **JIM DE LAND**
"Stars of Tomorrow"

★ **SONNY ELIOT**
Weather, Sonny Side Up

★ **MORT NEFF**
"Michigan Outdoors"

★ **KIRK KNIGHT**
"Today in Detroit"

We're up in programming, too, with Detroit's outstanding personalities teamed with the cream of the NBC-TV fold and leading film packages (yes, we have Liberace). To this galaxy of talent, add the finest production facilities between New York and the Coast—and you have, in one big, beautiful package, the answer to an advertiser's dream.

★ **HAPPY HOLLOW HANK**
"Happy Hollow Ranch"

★ **JOHN MERRIFIELD**
"RFD No. 4"

★ **MISS ARDIS**
"Romper Room"

★ **BOB MAXWELL**
Matinee Music

★ **BILL MOREY**
"Home Theater"

★ **NANCY DIXON**
Tele-Shopping

★ **FAYE ELIZABETH**
News for Women

★ **BILL FLEMMING**
"Motor City Fights"

★ **JANIE PALMER and SAMMY DIBERT**
"Time for Music"

★ **JEAN McBRIDE**
How To Cook

In Detroit . . . You Sell More on channel 4

WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

(A & A continues from page 32)

THE AGREEMENT to sell the Snow Crop Div. of Clinton Foods to Minute Maid Corp. is signed by John M. Fox (r), Minute Maid president, and Mark Candee, Clinton vice president and general counsel. The purchase adds frozen vegetables, fruits, juices and fish products to Minute Maid's line of frozen juices.

Ballantine Takes Cantor

P. BALLANTINE & SONS (beer), Newark, N. J., will cancel its sponsorship of the *Foreign Intrigue* series in 25 major markets, effective in March, and will substitute Ziv Television's *Eddie Cantor Comedy Theatre* filmed program in these same markets.

In confirming plans for Ballantine, a spokesman for J. Walter Thompson Co., its agency, told B•T last week that "It's just a matter of dropping one program and taking on another." Ballantine has sponsored *Foreign Intrigue*, a Sheldon Reynolds production, for the past three years.

HH&McD Elect Zitz

ELECTION of Martin Zitz as president of Henri, Hurst & McDonald Inc. was announced by that Chicago advertising agency last Monday. He succeeds W. B. Henri, who has headed the agency since it was formed. E. F. Hascall was promoted from executive vice president to vice chairman of the board and Mr. Henri was named chairman of the executive committee.

'Tonight' Shows Way

TRIBUTE was paid last week by Hicks & Greist Inc., New York and Los Angeles, to NBC-TV's *Tonight* show (Mon.-Fri., 11:30 a.m.-1 p.m. EST) when the agency reported that a single announcement on the show on Nov. 19 on behalf of the Peerless Corp. (Broil-Quik Super Chef rotisseries) had brought in 137,834 letters and postcards [B•T, Nov. 29] up to last Wednesday.

The torrent of mail poured in after Steve Allen, emcee of *Tonight*, casually invited viewers to send in their name and address on a letter or post card, adding he would select five persons as recipients of a Broil-Quik rotisserie. Commented Ted Grunewald, director of radio and television, Hicks & Greist: "Broil-Quik, as Steve Allen's first charter client, has the kind of Christmas present we both like to give our clients . . . results. Congratulations to you [Mr. Matthew J. Cullgain, national sales manager of NBC-TV] and everyone else at NBC-TV who have pioneered late nighttime 'live' network television."

Snow Crop Purchased By Minute Maid Corp.

MINUTE MAID Corp. (frozen juice concentrate), New York, has purchased the Snow Crop Div. of Clinton Foods (producers of frozen fruits, vegetables and juices), John M. Fox, president of Minute Maid, announced last week.

"In acquiring Snow Crop, we are planning no major changes in its operating or sales personnel, nor in its distribution channels," Mr. Fox said.

Bumper Crop of Clients Renew Time on CBS-TV

SERIES of renewals of CBS-TV programs were announced by that network last week. Hamm Brewing Co. and American Oil Co. have again signed for alternate sponsorship of *Person to Person*, Fridays, 10:30-11 p.m. EST, for 52 weeks. New contract became effective Friday. Campbell Mithun, Minneapolis, handles the Hamm account. The Joseph Katz Co. is agency for American, which has also signed for *Years of Crisis* one-time hour-long show Jan. 2.

A renewal for 52 weeks, starting Dec. 26, has been signed by General Electric Co. for *Sunday Night Theatre*, Sunday, 9-9:30 p.m. EST. GE has also renewed *Jane Froman Show* for 52 weeks, Thursday, 7:45-8 p.m. EST, as of Dec. 26. GE's agency is BBDO. Ed Sullivan's *Toast of the Town*, Sunday, 8-9 p.m. EST, has been renewed by Lincoln Mercury Dealers, commencing Jan. 2. Agency is Kenyon & Eckhardt. Electric Companies of America again has signed for alternate-week presentation of *You Are There*, Sunday, 6:30-7 p.m., effective Jan. 2.

Alternate Mondays, the 10-10:15 a.m. segment of the *Garry Moore Show* will be presented for C. H. Masland & Sons, also a 52-week renewal, effective today (Monday). Masland agency is Anderson & Cairns. Bristol Myers Co. has also renewed its segment of the Moore telecast, alternating with Masland. Bristol Myers' agency is Doherty, Clifford, Steers & Shenfield.

NEW BUSINESS

San Francisco Brewing Co. (Burgermeister beer), S. F., starts *Burgie Music Box* (Mon. through Fri. 9:30-10 p.m. PST) on 12 Don Lee Broadcasting System radio stations in three Pacific Coast states, for 52 weeks from Jan. 3. Agency: BBDO, S. F.

Procter & Gamble Co., Cincinnati, for Crisco, Ivory Flakes and Drene, to sponsor *Road of Life*, daily serial on radio for 17 years, on CBS-TV five-times-weekly, effective Dec. 13. Mon-Fri. show will be 15-minute segment (1:15-1:30 p.m. EST). Agency is Compton Adv., N. Y.

General Electric Co., Telechron Dept., Louisville, Ky., will sponsor NBC-TV's coverage of New Year's Eve celebration from Times Square, N. Y. Fifteen-minute portion (11:55 p.m.-12:10 a.m.) of NBC-TV *Tonight* will be cancelled to accommodate program.

RENEWALS

Assemblies of God, Springfield, Mo., signs 52-week renewal for *Revival Time* on ABC Radio (Sun., 10:30-11 p.m. EST). Agency: Walter F. Bennett & Co., Chicago.

See's Candy Shops, L. A., for second consecutive year will sponsor Tournament of Roses Parade on nine ABC-TV California stations, (Jan. 1, 9-10:30 a.m. PST). Stations are KABC-TV Los Angeles, KBAK-TV Bakersfield, KJEO-TV Fresno, KEYT (TV) Santa Barbara, KVEC-TV San Luis Obispo, KSBW-TV Salinas, KGO-TV San Francisco, KCCC-TV Sacramento and KHSL-TV Chico. Agency: Geoffrey Wade Adv., Hollywood.

Aero Mayflower Transit Co., Indianapolis, renews sponsorship of *Mayflower Evening News* over ABC Radio (Tues.-Fri., 7:55-8 p.m. and 9:55-10 p.m. EST), effective Jan. 4. Agency: Sidener & Van Riper, Indianapolis.

Goodyear Tire & Rubber Co., Akron, Ohio, renews *The Greatest Story Ever Told* (Sun., 5:30-6 p.m. EST) for 52 weeks on full ABC Radio network, effective Jan. 2. Agency: Kudner Agency, N. Y.

AGENCY APPOINTMENTS

Griesedieck Bros. Brewery Co., St. Louis, reappoints Ruthrauff & Ryan, N. Y., effective Jan. 15. Agency handled account from 1942 to 1952 when Krupnick & Assoc., St. Louis, was appointed. Radio will be used.

W. P. Fuller & Co. (paint manufacturers), S. F., has appointed Young & Rubicam, same city, effective Jan. 1.

ADVERTISERS & AGENCIES PEOPLE

Richard C. Bouton, William Weintraub & Co., N. Y., elected vice president, effective Jan. 3.

Lynn A. Saylor, formerly advertising and sales promotion manager, Certain-Teed Products Corp., to Burnet-Kuhn Adv. Co., Chicago, as vice president in charge of special services.

Locke W. Turner, assistant account executive, BBDO, L. A., promoted to media director, succeeding **Porter Harder,** resigned.

Donna DeCamp, former film supervisor, WOI-TV Ames, Iowa, appointed tv director, Cary-Hill Inc., Des Moines.

Eugene B. Colin to Phil Gordon Agency Inc., Chicago, as merchandising director and account executive.

Fred Harris, copy chief, Kal, Ehrlich & Merrick, Washington, appointed account executive.

Sylvester Cleary, Foote, Cone & Belding, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, in account executive department.

Stewart Schackne, assistant manager, public relations dept., Standard Oil Co. (New Jersey), N. Y., promoted to manager of department, succeeding **George H. Freyermuth,** who has been elected executive vice president and director, Esso Export Corp., same city.

Robert F. McIntosh appointed sales manager of conventional washing machines, Norge Div. of Borg-Warner Corp., Chicago.

IN OKLAHOMA CITY

Survey after Survey tells the Story on W

PULSE . . . . . October 8-14, 1954
HOOPER . . . October 13-19, 1954
ARB . . . . . October 21-27, 1954

As in past surveys, this recent vote of overwhelming viewer-preference is not confined to a few network shows ***but embraces the entire WKY-TV program schedule of local live, film and network shows!***

PULSE-

8 OF TOP 10 SHOWS...
21 OF TOP 25 SHOWS...
43 OF TOP 50...
are on WKY-TV!

THE NATION'S FIRST COLOR TELEVISION STATION

WKY-TV Continuing Dominance!

HOOPER-

9 OF TOP 10 SHOWS...
23 OF TOP 25 SHOWS...
48 OF TOP 50...
are on WKY-TV!

ARB-

8 OF TOP 10 SHOWS...
23 OF TOP 25 SHOWS...
48 OF TOP 50...
are on WKY-TV!

WKY-TV coverage is second to none in Oklahoma!

Channel 4
WKY-TV
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN
WKY RADIO • REPRESENTED BY THE KATZ AGENCY, INC.

CBS-TV, USAF PLAN MAJOR FILM SERIES

More than 150 million feet of historical film will be culled for inclusion in 26 half-hour shows to be presented next fall on CBS Television.

PRODUCTION of a major film series to be presented by CBS-TV in the fall of next year is being announced today (Monday) by CBS-TV President J. L. Van Volkenburg and Air Force Secretary Harold E. Talbott.

It will comprise 26-weekly half-hour programs depicting the growth of aviation and of the Air Force under the title of *Conquest of The Air*.

CBS-TV is producing the series with the cooperation of the Air Force, which will make available as source material its stockpile of more than 99 million feet of film in its Depository at Wright-Patterson Air Force Base (Dayton). The Air Force also will help CBS-TV to obtain aviation films from other official sources—the Army, the Navy and various government agencies, as well as from private producers, airlines, aircraft manufacturers and foreign governments. Total supply of historical film to be made available will exceed 150 million feet, it was said.

With this footage, from which it will select material to add to its own camera shooting, the network plans to tell the story of flight "from Kitty Hawk to Eniwetok and on into the future."

Mr. Talbott, noted that most Americans take for granted the "startling developments" in air power, stressing that the USAF is "a bulwark of American defense policy" and "the dominant factor" in bolstering the nation's security. Thus, he indicated, the film's close look at the history of U. S. airpower will help the public to understand "the daily contribution made by airmen, officers, scientists and industry towards keeping our Air Force strong and our nation secure."

J. L. VAN VOLKENBURG (l), president of CBS Television, and Secretary of the Air Force Harold E. Talbott, jointly announce the new tv series, *Conquest of the Air*, to be produced by CBS-TV with the Air Force.

Mr. Van Volkenburg said CBS-TV and the Air Force intend to tell this story "objectively, dramatically and comprehensively," making an interested public also an informed public.

"Full resources" of its news and public affairs department will be used, CBS-TV said. Its New York, Washington and London offices and a special Wright-Patterson office will select and process original material for the project's principal unit, to be located in New York. The latter office will serve as headquarters for research, writing and recording and will assemble, mount, and edit the completed films.

Each program in the series will be complete in itself. According to Sig Mickelson, CBS vice president in charge of news and public affairs, *Conquest* will incorporate voices and personalities of actual participants in the story of flight. He said: "Doolittle will take us over Tokyo. FDR will call for 50,000 planes a year. Edward R. Murrow will give us his version of 'orchestrated hell' with the RAF. We'll go up in a rocket with 'Arabella,' the test monkey at White Sands. We'll sweat it out with Ernie Pyle. We'll fly with the weather patrol and with the planes that knocked out Ploesti and Regensburg and Schweinfurt."

Col. Robert L. Scott Jr., USAF, one of the U. S. aces of World War II and author of *God Is My Co-Pilot*, is technical advisor for *Conquest*. Capt. Lucille Busch, USAF, is liason officer.

Hearings Closed in Suit Charging Premature Release

TEN-month-old hearings in the $2.5 million Los Angeles Superior Court suit, involving charges by six independent motion picture companies against five distribution firms for premature release of their feature films to tv, were closed last week following summation by both sides last Monday and Tuesday. With more than 2,000 documents to be studied, which were submitted as evidence, Judge John J. Ford is not expected to render his decision in less than a month.

The suit was filed last year [B•T, March 2, 1953] by Equity Films, Equity Pictures, Orbit Productions, Orbit Pictures, Jack Schwarz Productions, Frost Films, Russ Vincent and Dave Kessel, and alleges that 11 feature films, produced in 1949, were contracted for by Chesapeake Industries (then Pathe Industries), their theatrical distribution then assigned to Eagle Lion Films, a subsidiary, and later turned over to Eagle Lion Classics. When Pathe sold Eagle Lion Classics to United Artists, UA continued theatrical distribution and turned over tv distribution to Motion Pictures for Television. The plaintiffs, through Los Angeles attorney Adele I. Springer, claim the films were released to tv without authorization and before their theatrical runs were completed.

WATV-TV Buys Hygo Films

ACQUISITION by WATV (TV) Newark, N. J., of a package of 156 cartoons from Hygo Television Films Inc., New York, has been announced by the station. The transaction grants WATV exclusive tv rights to the package in the New York metropolitan area.

The package, originally produced by Columbia Pictures, gives WATV a backlog of 856 cartoons, a station spokesman said, noting that this marked the first time since 1947 that a major tv firm has released cartoons for television. The cartoons will be used on the station's six-a-day-week *Junior Frolics* program.

CHECK in payment of royalties accrued from the sales of the tv film series *John Kieran's Kaleidoscope* is handed to Mr. Kieran (l) by George T. Shupert, president of ABC Film Syndication Inc.

GUILD FILMS PLANS SPOT DISTRIBUTION

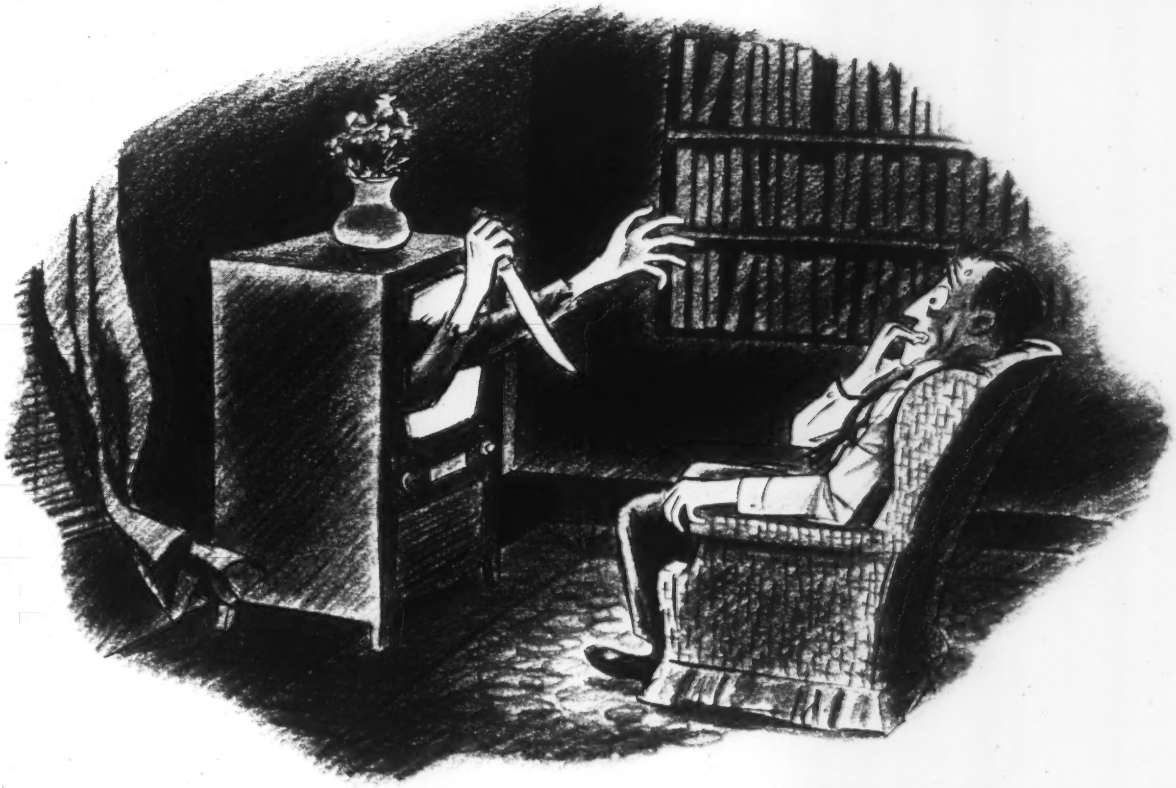
IN LINE with its agreement with the Vitapix Corp. [B•T, Oct. 25], Guild Films Co., New York, reported last week it was forming plans for the national spot sale of its filmed properties. Sales will start next year at varying dates, depending on the expiration dates of current contracts on Guild shows.

Guild's film properties, currently sold on a syndicated basis, will be put up for national sale on the Vitapix lineup of stations, said to now total 35 but expected to expand to 60. A Guild spokesman explained that once a property is sold nationally it will be re-opened for sale in local and regional markets not covered by Vitapix stations or other stations for which the national advertiser has contracted.

Guild's *Liberace* program, for example, is covered in current contracts through Aug. 31, 1955. After that time, a Guild spokesman said, it will be offered for sale initially on the Vitapix lineup either to a single client or a group of national advertisers. The same procedure will be followed for Guild's other properties. The spokesman said new Guild properties currently in production will be offered for national spot sale as soon as they are released.

Ziv's 'Corliss Archer' Sold in 156 Markets

A TOTAL of 156 markets are sold for *Meet Corliss Archer*, family comedy series syndicated by Ziv Television Programs, M. J. Rifkin, vice president in charge of sales, reports. New purchases include stations in Las Vegas, Rockford, Ill., and Eau Claire, Wis., markets; Neuhoff Packing Co. and Weston Biscuit Co. for alternating weeks in Temple, Tex., and B. C. Packing Co. of Canada on a co-sponsorship basis with S. O. S. of Canada for Edmonton and Calgary, Alberta (adding these markets to 11 Canadian already bought); Pacific-Gamble-Robinson Co. for Waterloo, Iowa; Arpeako Inc., through Milton Seager Agency, for Watertown and with Netherland Dairy as co-sponsor for Syracuse; Standard Oil, through Dan White Agency, for Roswell, N. M.; Olney Motors for Missoula, Mont.; Don Hall Restaurants for Fort Wayne; Shedd-Bartush, through Ralph Sharpe Agency, for Bay City and Grand Rapids, Mich.



Comes the bewitching hour...

(North Texas Style)

When the youngsters are shuttled off to their rooms — the last "Daddy, I want a drink of water" satisfied — comes the bewitching hour. North Texans perch expectantly on the edges of their chairs as WFAA-TV's "Mystery Playhouse" gives their goose bumps goose bumps and stands their hair on end.

Even the competition pales! "Mystery Playhouse" dominates the 10:30-11:00 P.M. Monday-through-Saturday strip, claiming top position four nights and strong seconds the other two. (Oct., 1954, Dallas Telepulse)

To create excitement for your sales story, pitch to an audience that's already bewitched — sponsor fully or in participation these top "Mystery Playhouse" shows: *Colonel March of Scotland Yard, Boston Blackie, Inspector Mark Sabre, I Am the Law, Inner Sanctum, Dangerous Assignment.* A Petry man will clue you regarding availabilities.

Channel 8

WFAA-TV
DALLAS
NBC • ABC • DUMONT

RALPH NIMMONS, STATION MANAGER • EDWARD PETRY & CO., NATIONAL REPRESENTATIVE • TELEVISION SERVICE OF THE DALLAS MORNING NEWS

NBC Film Exchange will be housed early next year in this specially constructed building in Englewood Cliffs, N. J. Carl M. Stanton, NBC vice president in charge of the Film Division said the move was being made because of a steady increase of sales by the division. Ground was broken last week about one mile north of the New Jersey side of the George Washington Bridge on Route 9-W. The building will be of brick and Briar Hill cut stone. The exchange services 360 stations in the U. S. and abroad. The 3,500 prints handled weekly include tv film programs syndicated by the division, NBC tv network film programs and kinescopes of live network shows.

UA Charges Nassers With Contract Breach

IN COURT almost continuously for the past three years, James and George Nasser have been charged with infringement of copyright and breach of contract in two suits filed Nov. 26 in Federal District Court, Los Angeles, by United Artists. Involving the release to tv of three feature films, "Cover Up," "Without Honor" and "A Kiss for Corliss," one suit also names as defendants Strand Productions, Quality Films, Charles Weintraub, George T. Goggin, five Does and five Doe corporations. The other action substitutes Ressan Films for Strand Productions and covers the feature, "Don't Trust Your Husband."

Precipitated by the Ninth Circuit Court of Appeals opinion, handed down last October, which said, in effect, that the original contract with UA included tv as well as theatrical distribution rights, UA claims the defendants have received in excess of $100,000 from tv distribution and asks for an accounting and a judgment.

The brothers, owners of General Service Studios, in December 1951 filed suit, through attorney Groggin, against UA to secure the four films, which they had produced for the purpose of distribution to tv [B•T, Jan. 7, 1952]. In February, federal referee-in-bankruptcy Benno M. Brink ruled that the brothers should have the tv rights as UA forfeited its rights in the contract by failing to distribute the features to tv. He held at the time that UA had no intention of releasing features to video until other major distributors did and that "tv as a commercial practice does not begin when other majors enter the field" [B•T, March 10, 1952].

That decision, appealed by UA, was reversed five months later by U. S. District Court Judge Harry C. Westover, who ruled that release to tv of movies made originally for theatrical exhibition had not become "commercial practice" [B•T, Aug. 11, 1952]. At a rehearing the following month, Judge Westover reversed his earlier opinion in favor of the Nassers [B•T, Sept. 29, 1952].

Quality Films, headed by Charles Weintraub, took over video distribution after the Nassers had won a decision [B•T, April 7, 1952] over American Federation of Musicians' attempt to collect re-scoring fees and 5% royalty formula.

Current suit was filed on UA's behalf through the Los Angeles law firm of Wright, Wright, Green & Wright.

ABC-TV May Undertake Daytime Film Serial Venture

ABC-TV was reported last week to be considering a plan for entering the daytime "soap opera" field by means of a block of film series to be produced in cooperation with ABC Film Syndication. A spokesman said that although the project is under consideration, plans are still in the "talking stage."

It was pointed out that the project, if put into operation, would provide ABC-TV with daytime serials on film that could be sold to advertisers at a price competitive with live serials and supply ABC Film Syndication with properties that could be syndicated in non-network markets. Among the properties reported being considered for the venture are *My True Story* and *Life Can Be Beautiful.*

FILM SALES

Ziv Television Programs, N. Y., has sold *Eddie Cantor Comedy Theatre* in 60 markets in first two weeks of national sales drive, according to M. J. Rifkin, vice president in charge of sales, who noted 23 markets were sold before drive began.

Louis Weiss & Co., L. A., announces sale of *Little Story Shop,* Christmas series of five quarter-hour films, to WSUN-TV St. Petersburg, Fla.; WSLI-TV Jackson, Miss.; WGN-TV and WNBQ (TV) Chicago, and Stagg's Construction Co. for Phoenix, Ariz. Firm also has set 52 westerns for KAKE-TV Wichita, Kan., covering one-year period.

Brent Gunts Productions, Baltimore, announces sales of *Shadow Stumpers,* tv silhouette guessing game, to: WABC-TV New York; WDBO-TV Orlando, Fla.; WWJ-TV Detroit; WKRC-TV Cincinnati; WBTV (TV) Charlotte, N. C.; KPTV (TV) Portland, Ore.; WDAN-TV Danville, Ill., and KREM-TV Spokane, Wash.

FILM PRODUCTION

Jay Kay Productions, Hollywood, has completed shooting 12 of first 26 *Long John Silver* half-hour films, color tv series based on Robert Louis Stevenson character. Series, featuring **Robert Newton** in title role, is being made in Australia.

Joseph Green Productions, N. Y., announces new tv series, *Slaves of Beauty,* starring Morey Amsterdam with panel of beauty authorities. Show is directed by Mike Case and written by I. J. Alexander and Bob Van Scoyk.

FILM PEOPLE

David A. Bader, general sales manager, Atlantic Television Corp., N. Y., elected vice president.

Hans Tiesler, associate producer, Loucks & Norling Studios Inc., N. Y., elected vice president and director.

Robert O'Donnell, formerly with WSYR Syracuse, N. Y., to Good News Productions, Chester Springs, Pa., as producer-director.

George A. Ottine, supervisor of tv spots, Transfilm Inc., N. Y., appointed manager, animation department.

George Foley, creator and producer, *Tales of Tomorrow,* TeeVee Co., Beverly Hills, Calif., appointed New York representative to help explore and develop new properties of firm.

Mitzi Green signed for starring role in upcoming NBC-TV *So This Is Hollywood* film series, succeeding **Cass Daley.**

Robert Sable, formerly with Wilding Picture Productions, Chicago, to Kling Film Productions, same city.

Ray Bolger, *Ray Bolger Show,* ABC-TV, to head American National Red Cross four-week drive for added blood donors.

Young Whilhoite III, production staff, McCadden Corp., Hollywood, father of girl, Laura **Jean.**

Marvin Briggs, 43, former account executive, George Bagnall & Assoc. (tv film distribution), Hollywood, died Nov. 21.

SPONSORSHIP on WDAY-TV Fargo, N. D., of the Sterling Television Co. film series *Music for Everybody* is agreed to by Daveau Music Co. Viewing the contract are (l to r): Stan Larson, Daveau's manager in Moorhead, Minn.; A. J. Daveau, and Jim McKnight, WDAY-TV account executive.

How to color a TV network...

Changing the television network so that it can carry color pictures is a big job—one that is still going on.

Black and white pictures are easy to handle by comparison. But color requires three times as much information. And all of it must reach every point on the network at the correct level and without being changed.

Otherwise, the actress might have purple hair instead of red.

To keep the colors true, equalizers are added at many locations along the network, and more amplifiers are installed to boost the signal.

Hundreds of technicians have been trained in color techniques and many more are being taught to maintain and adjust the added equipment to exact standards.

Already more than 36,000 channel miles in the nationwide television network have been adapted for color transmission, as the Bell System continues to keep pace with the industry's rapidly expanding needs.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY TELEVISION TODAY AND TOMORROW

TV CODE REVIEW BOARD SEEKS TO WIDEN SELF-REGULATION WITHIN INDUSTRY

Under a new plan, film program producers and possibly other groups may be invited to join NARTB's tv code system. Three representatives from the American Assn. of Advertising Agencies sit in on the meetings to discuss self-regulation problems.

TELEVISION film program producers and possibly other industry groups may be invited to join NARTB's television code system in an effort to broaden the self-regulation of commercial and program practices, under a new plan adopted Thursday by the NARTB Television Code Review Board.

At a time when tv stations and networks are serving as targets for pressure groups and legislators, the code group has developed the plan to extend affiliation "to others allied with the television industry whose product comprises now a large share of the programming viewed in the American home." It was not stated if the idea includes advertisers, agencies, distributors and other related industries.

The plan will go to the NARTB Tv Board in January.

In the three years of code operation, affiliation with the code and right to display its seal have been granted tv stations and networks. Last week the code group showed its interest in broadening the code's impact by inviting three representatives of the American Assn. of Advertising Agencies to meet with it to discuss common problems of self-regulation. Representing AAAA were Ken Dyke, AAAA director and chairman of the Improvement of Advertising Content Committee and vice president of Young & Rubicam; Harold L. McClinton, member of the AAAA Advertising Content Committee and president of Calkins & Holden, and August Nelson, AAAA senior staff executive.

Report to Senate

The code board, after a two-day meeting, adopted a report to be submitted to the Senate Subcommittee on Juvenile Delinquency. This report deals with five films shown on tv stations which the subcommittee asked the code board to review. Examining three and a half hours of film programming, the board prepared reports to be submitted to the stations involved. It handled such other routine matters as staff monitoring activities; changes in the tv code seal to make it more effective for display, and adopted a program expanding its activity in telling the public about the code and industry self-regulation.

Code board members at the meeting were Chairman John E. Fetzer, head of the Fetzer stations; Vice Chairman J. Leonard Reinsch, WSB-TV Atlanta; Mrs. A. Scott Bullitt, KING-TV Seattle; William B. Quarton, WMT-TV Cedar Rapids, Iowa, and G. Richard Shafto, WIS-TV Columbia, S. C. Also attending were President Harold E. Fellows, of NARTB; Edward H. Bronson, director of television code affairs, and his assistant, Charles S. Cady, and Thad H. Brown Jr., tv vice president and counsel.

The code board's statement to the Senate Juvenile Delinquency subcommittee explained that the code board had inspected the films reviewed Oct. 19 by the subcommittee [B•T, Oct. 25]. One of the stations involved was not a code subscriber, it was explained.

The board found that portions of a film shown to the subcommittee, and involved in the discussion of tv programming, had actually been edited out of the station's telecast program. Individual comments sent to stations in regard to films are kept in confidence in line with code board policy.

The board reached the following conclusions after viewing the films:

"(1) That despite the fact that some of the films were the subject of considerable editing by the stations, both for the purpose of timing and deletion of objectionable content, the Television Code Board expresses doubt as to whether portions of certain of the films are wholly within the spirit of the code.

"(2) That some instances of excessive violence were noted in some of the individual reports to the stations.

"(3) That all of the films under review were produced originally for theatre display, not for television presentation. Three of the five films are 'westerns,' and this type of film product for programs constitutes a substantial percentage of such products available to the television broadcasters from the output of motion picture studios. This type of film product has been available for theatre display in this country for over two decades.

"(4) Four of the five films reviewed were approved for theatre presentation by the National Board of Review of the Motion Picture Industry. The fifth, a British import, was approved by the motion picture review board of that country.

"(5) Thus, it is felt that previous clearance by such theatre review boards, did not take into consideration the intimate viewing by family groups as provided by television. Such action does not necessarily provide proper clearance for television.

"(6) With the foregoing in mind, all subscribers to the Television Code, networks and stations are being reminded that they should exercise particular care in reviewing all programming designed for, or subject to viewing by children, with specific emphasis upon film falling in so-called 'western', mystery and adventure categories, where such film product is old and produced originally for the theatre, not for television."

The board asked subscribers, it told the Senate group, to pay special attention to code paragraphs dealing with horror and brutality content in programs; responsibility toward children, and to review their entire schedules "to be reasonably certain there is not a cumulative effect of continuous programming containing sequences of violent action during children's viewing hours."

Subscribers were notified to pay special attention "to clearance before acceptance of all film productions manufactured before the first television station went on the air."

The board's statement to the subcommittee conceded errors of judgment have been made in programming, noting that otherwise there would be no need of a code or administrative board. It added:

"The incidence of such errors has dropped sharply as television management has developed new sources of programming, especially designed for exhibition by tv stations. This new source of programming, combined with the increased activity by networks and stations themselves are closing the gap between supply and demand.

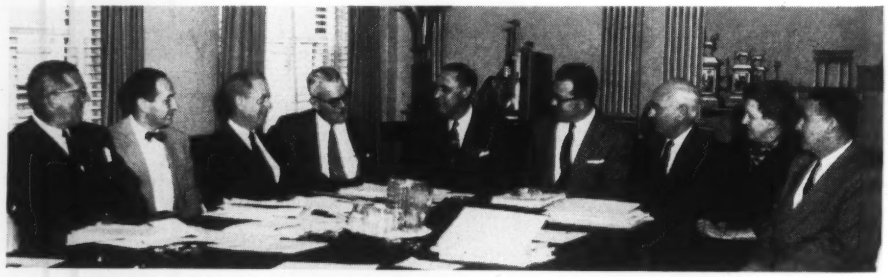
"The board is convinced that there will be fewer instances of code departures as this process of self-regulation and the expansion of program sources continues; and restates the proposition that, thus far, no case of departure so persistent or flagrant as to require the board to censure a station by withdrawing use of the television code seal has come to the board's attention.

"The board acknowledged the seriousness of the Senate subcommittee's inquiry and commends the thoroughness and care with which it is being conducted. The board reiterates the determination of the nation's television broadcasters to give full cooperation to such Congressional investigations."

Frank Atwood Elected To Head Farm Directors

FRANK ATWOOD, WTIC Hartford, Conn., was elected president and John McDonald, WSM Nashville, vice president of the National Assn. of Television and Radio Farm Directors for 1955 during the closing sessions of its annual convention in Chicago Nov. 26-28. Mr. Atwood, who had been vice president, succeeds Jack Jackson, KCMO Kansas City, Mo.

Sessions on farm radio and tv rounded out the Sunday (Nov. 28) agenda of the convention at Chicago's Conrad Hilton Hotel. A plea for better farm information and data was delivered by John Cory, Chicago vice president, Free &



COMMON TV PROBLEMS of agencies and broadcasters were discussed Thursday at conclusion of the two-day NARTB Tv Code Board meeting. Taking part in the NARTB-American Assn. of Adertising Agencies session, were (l to r): Harold L. McClinton, Calkins & Holden; August Nelson, AAAA; G. Richard Shafto, WIS-TV Columbia, S. C.; Ken R. Dyke, Young & Rubicam; John E. Fetzer, Fetzer Stations, Code Board chairman; J. Leonard Reinsch, WSB-TV Atlanta, board vice chairman; William B. Quarton, WMT-TV Cedar Rapids, Iowa; Mrs. A. Scott Bullitt, KING-TV Seattle, and Edward H. Bronson, director of television code affairs.

Of course flowers can talk!

You can make them do it any time you wish; and you can be sure of what they're saying, too. These and other stunts are available in great variety—ready to be used to change pace, or to clinch a point. Easy, economical, too, when you **USE EASTMAN FILM.**

For complete information—what film to use, latest processing technics—write to:

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division	Midwest Division	West Coast Division
342 Madison Avenue	137 North Wabash Avenue	6706 Santa Monica Blvd.
New York 17, N. Y.	Chicago 2, Illinois	Hollywood 38, California

Agents for the distribution and sale of Eastman Professional Motion Picture Films:

W. J. GERMAN, INC.

Fort Lee, N. J.; Chicago, Ill.; Hollywood, California

Lovely in black and white? Yes! But think of it in COLOR!

Peters, station representative firm. Consensus of spokesmen on a television panel was that radio will continue as the basic medium for farm programming in the immediate future.

Other officers elected were Jack Timmons, KWKH Shreveport, La., as secretary-treasurer, and Herb Plambeck, WHO Des Moines, re-elected historian for another term. Mr. Jackson won an award from the American Farm Bureau at its Sunday dinner for outstanding service to agriculture at KCMO. Convention was highlighted with presentation of National Safety Council Public Interest Awards for Farm Safety to networks and stations [B•T, Nov. 29].

TvB OFFICIALLY GETS UNDERWAY

TELEVISION Bureau of Advertising Inc. (TvB), with about $100,000 already at its disposal, officially opened its quarters Wednesday in New York on the fourth floor of 444 Madison Ave.

A two-day TvB board meeting was held coincident with the debut of the tv promotion and sales organization.

At the meeting, it was disclosed that:

● Some 25% of TvB's $400,000 minimum annual total budget for 1955 has been received in voluntary membership checks from tv stations.

● Two of the top 25 advertisers have referred to TvB "certain television advertising questions" for study and evaluation.

● Before Jan. 1, effective date of TvB charter memberships, the Bureau will acquaint stations with membership requirements and applications.

The request from advertisers for a study, which apparently was made on their own and not solicited, was announced by Oliver Treyz, former director of the ABC Radio network, who actively assumed office Wednesday as TvB's first president. President Treyz also told the board that TvB still was screening applicants for executive positions and that at least two appointments would be announced this month.

Receipt of station checks and a reminder on membership plans were announced to the board by Co-Chairmen Clair McCollough, Steinman Stations, and Richard A. Moore, KTTV (TV) Los Angeles.

At the same time, TvB's regional membership committees were announced. They follow:

Southwest—W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex., chairman; John Esau, KTQV (TV) Oklahoma City; Ralph Nimmons, WFAA-TV Dallas; Colin M. Selph, KEYT (TV) Santa Barbara, Calif.; Don Searle, KOA-TV Denver; Richard B. Rawls, KPHO-TV Phoenix.

Southeast—H. W. Slavick, WMCT (TV) Memphis, chairman; Gaines Kelley, WFMY-TV Greensboro, N. C.; Charles H. Crutchfield, WBTV (TV) Charlotte, N. C.; Henry P. Johnston, WABT (TV) Birmingham, Ala.; Walter L. Dennis, WJNO-TV Palm Beach, Fla.

Northeast—Kenneth L. Carter, WAAM (TV) Baltimore, chairman; John H. Bone, WNEM-TV Bay City, Mich.; William H. Rines, WCSH-TV Portland, Me.; Paul Adanti, WHEN-TV Syracuse, N. Y.; Gordon Gray, WOR-TV New York; Robert Lemon, WTTV (TV) Bloomington, Ind.; Frank Schreiber, WGN-TV Chicago; Frank Snyder, WXEL (TV) Cleveland, Ohio.

Northwest—Otto Brandt, KING-TV Seattle, chairman; G. Bennett Larson, KTVT (TV) Salt Lake City; Robert Tincher, KVTV (TV) Sioux City; C. Howard Lane, KOIN-TV Portland, Ore.; Frank Fogarty, WOW-TV Omaha.

Attending last week's board meeting, in addition to Messrs. McCollough and Moore, were Campbell Arnoux, WTAR-TV Norfolk, Va.; Mr. Carter; Roger W. Clipp, WFIL-TV Philadelphia; Merle Jones, CBS-TV vice president; Lawrence H. (Bud) Rogers, WSAZ-TV Huntington, W. Va.; Mr. (Dub) Rogers, and Mr. Slavick.

NCAA TV COMMITTEE TAKES FIRST STEP TO RENEW GRID RESTRICTIONS FOR 1955

The 12-man group says it will recommend that national controls on tv coverage of intercollegiate football games be retained. Door is left open, however, for regional and other plans as a concession to the Big Ten and other conferences. Notre Dame U. bucks for unrestricted tv coverage.

DESPITE an obvious undercurrent of dissatisfaction over present tv policy among smaller member schools, particularly in the Midwest, and in broadcast industry ranks, NCAA's Television Committee last week took the first step for renewal of national restrictions over intercollegiate football in 1955.

The 12-man group, meeting in Chicago's La Salle Hotel last Tuesday and Wednesday, reviewed operations for the past year and announced it will recommend that national controls be retained. It also started—but did not finalize—a draft of a report to be submitted to the NCAA's 49th annual convention at the Hotel New Yorker in New York Jan. 5-7.

The committee made plain that whatever approach materializes under any resolution adopted by the association, as later worked out by the incoming 1955 Tv Committee, it still favors national restrictions, whatever the feelings of the smaller colleges.

"The recommendation doesn't imply that controls will be national in the sense it is sometimes used," Harvey Cassill, U. of Washington, Tv Committee chairman, told a news conference. "It does not mean that we will recommend a program for 1955 similar to the one in effect this year." Walter Byers, NCAA executive director, noted that "within national controls you can have many different things." The approach will be left in the lap of the 1955 group.

Thus, the door was left open for adoption of regional and other type plans as a concession to the Big Ten and other conferences with strong voices in the NCAA hierarchy, not including Notre Dame U., which has consistently advocated unrestricted football on television.

With regard to the voice of smaller colleges in determining NCAA tv policy, he observed: "Those setting policy in television are those with a definite tv problem in intercollegiate football."

WARD DORRELL (l), director of research, John Blair Co., is greeted by Walter Erickson (r), president of the Television Assn. of Philadelphia, and Alexander W. Dannenbaum Jr., TAP vice president and commercial manager of WPTZ (TV) that city. Mr. Dorrell addressed the TAP meeting on rating services.

Mr. Byers said the committee will meet again in advance of the national conclave to finalize its conclusions and report. As in the past, a resolution will be offered on the floor for national controls. The policy would become operative with two-thirds majority vote in a mail referendum of the membership in accordance with the resolution. A new group then would be set up to draft a working plan, which would in turn be submitted to networks for presentation to agencies and their clients.

Mr. Cassill said that by and large, he felt the 1954 plan—which called for a nationally-televised game each Saturday and the substitution of certain regional tv broadcasts on a few occasions—was successful. He acknowledged that it never had been an "unqualified success."

NCAA spokesmen were wont to shrug off any presumptions that national advertisers might hesitate to pick up the tab for a season of NCAA contests because of financial considerations or dissatisfaction over the slate of games. They pointed out this was the network's problem, once such a schedule is devised, and that NCAA is not directly involved in setting the package price with the sponsor.

Loss This Season

ABC-TV reportedly lost close to $2 million on NCAA football this fall and only recently dropped a schedule of other NCAA sports events that had been included in the package.

Spokesmen also brushed aside charges by Bert Bell, commissioner of the National Football League, that the Big Ten, while plumping for regional controls within the NCAA, was actually desirous of any restrictions designed to curb unlimited Notre Dame football on the nation's viewing screens. This despite the knowledge that the Big Ten reportedly stood to profit financially had it been able to sell its own games to a regional sponsor, which it had in tow.

Mr. Cassill revealed that NCAA would continue independent studies by the national opinion research center at the U. of Chicago measuring tv's impact on football attendance. The committee also favors more studies on basketball, authorized at NCAA's Cincinnati convention this past year. Saturation factors will be carefully weighed in the football surveys, he added.

Mr. Byers observed that the association's smaller colleges are adequately represented through mail referendum, if not through the actual convention machinery."

Aside from Notre Dame, whose athletic director, Ed (Moose) Krause, has consistently branded the NCAA tv policy as "artificial and arbitrary," a number of privately-endowed, smaller midwestern colleges have attacked controls the past fortnight.

On the eve of the committee meeting, Bob Hall, former NCAA Tv Committee chairman, said on a television program last Monday that the committee this year would not recommend

WHY WSLS-TV IS MOST VIEWED IN WESTERN VIRGINIA

PROGRAMS LIKE "Community Headlines" IS THE ANSWER

Because WSLS-TV serves a vast area in Virginia, West Virginia, and North Carolina, (63 counties), it has become the obligation of WSLS-TV to be a part of many communities. With the cooperation of some 40 newspapers, Andy Petersen reports news stories of local interest each weekend. As he reads, the masthead of the paper is brought into view; and many times he shows a photograph from the paper. Each week "Community Headlines" salutes one of the towns or cities in a five-minute film story showing industry, retail stores, churches, schools, hospitals, etc.

Much publicity is given in advance of the salute through the local paper in the town to be saluted and also over Channel 10. All filming is done by WSLS-TV personnel and background material is furnished through the local Chambers of Commerce. The majority of these newspapers publish the WSLS-TV program listings.

Just one of many WSLS-TV programs designed to consider viewers' interest in the complete coverage area . . . not just in the Roanoke City Limits.

WSLS-TV
CHANNEL 10
ROANOKE
NATIONAL REP AVERY-KNODEL

a regional tv plan to the NCAA's January convention.

At the same time, he also labeled as "the worst plan," the college proposal that NCAA permit games to be telecast regionally. "It would be better to throw the entire televising of football wide open as it was prior to the 1951 season than to televise regionally," he declared. A regional tv policy is supported among others, by the Big Ten, the Pacific Coast Conference, U. of Pennsylvania and Notre Dame.

Reason given by Mr. Hall for his distaste of regional tv was that it would mean the top game in each area would be telecast in the general area where the game was being played. This, he said, would have disastrous effects at the gate.

Mr. Hall predicted the NCAA games would be telecast next season with a sponsor because "there will always be sponsors that want to get to the vast tv audience the football games attract."

The conference teams or others won't crack the controlled tv program because the sanctioning of schools and matters of scheduling sports events would restrain the school or group from breaking any plan approved by NCAA colleges as a unit.

If not for the need of gate receipts to support athletic programs of the individual colleges, he asserted, an unlimited tv plan could be adopted.

NCAA, he said, does not put a price on the tv package but presents the plan to sponsors and networks who then bid for it. Money paid for the package, Mr. Hall said, goes to schools taking part in the games scheduled. In some cases, conferences have their own rules, dividing tv money among all member schools.

Mr. Hall appeared on *College Press Conference*, seen Mondays, 9-9:30 p.m. EST on ABC-TV, which carried NCAA's '54 schedule.

FELLOWS ATTACKS SPOT PRACTICES

THE PRACTICE of cutting-short network programs to permit triple and quadruple spots is "just downright bad programming and the time will come when it will catch up with stations which practice it," NARTB President Harold E. Fellows said in a letter to Roy M. Kirtland, vice president of Gordon Best Co., Chicago agency.

Mr. Kirtland had written Mr. Fellows to complain about spotting practices involving one of the agency's clients. He said that in some instances, stations had curtailed his client's announcements to "allow for triple-spotting." He solicited Mr. Fellows' personal views on the problem.

Citing the NARTB Tv Code, Mr. Fellows wrote "the principle is the thing—that there should not be more than two separate commercial announcements in the 30-second period . . . except in extenuating circumstances" such as when the World Series is in progress or when programs have been cancelled because of an event of national significance where advertisers, even though bunched up, would like to have an adjacency.

Mr. Fellows said that an agency which ascertains that its client's announcements have been curtailed to accommodate triple-spotting in violation of its contract should cancel the pact, could "refuse to pay, or demand a full-length substitution at an equally valuable time." Another alternative might be legal action, he suggested.

"The final answer to worthy conduct by the television station in America depends upon everybody's observation of an agreed-upon standard of ethics. The advertisers and the agencies must want to do business with those stations which behave; and the stations must want to do business with advertisers and agencies which have proper respect for the media," he said.

NARTB COMMITTEE SCANS FM FIELD

FM BROADCASTERS, whose once-aggressive promotion has given way to a quieter existence, promise once again to search jointly for new revenues from their facilities.

NARTB's Fm Committee, at a meeting in Washington Wednesday, peered into the possibilities of new income sources. They considered such matters as multiplexing, set circulation and regulatory problems. At luncheon they met with two FCC Commissioners—E. M. Webster and Robert T. Bartley.

Supporting the fm group's interest in the future is the Advertising Research Foundation's finding that 11,210,000 fm-equipped receivers are in circulation, or 21.6% of the nation's 45,020,000 radio households.

Multiplexing was considered by the committee as a possible field to be exploited inasmuch as FCC is expected to hand down a decision permitting extended use of fm facilities for extra services performed simultaneously. These services can be put out at the same time because the wide fm band of 200 kc is adapted to such multiple use.

The committee wants the NARTB board to reaffirm its belief that the 88-108 mc fm band should be maintained, pointing to efforts to appropriate part of the band for vhf television and other services. It felt, too, that radio set manufacturers should look seriously into the idea of producing fm receivers for new automobiles. This idea has been advanced for nearly a decade, but it has run afoul of factory production problems and cost factors.

Multiplexed services would require an adapter. Stations could broadcast more than one program at the same time, depending on the fidelity needed. Two multiplexed programs, for example, would each have 7,500-cycle band width. Three would be 4,500 cycles wide, and five would each be 3,000 cycles wide.

Among uses for multiplexing would be functional music services, with no need to mute portions of the program by automatic devices at receiver locations. Independent operation of multicast channels permits a functional musical program separate from the regular fm program, or even two or three extra channels. Improved protection against bootlegging is afforded, providing program security. Legal protection would be available, similar to that given point-to-point services and a protection considered attractive to commercial users. The lock-and-key control method could be used to give selective programming at specific receiver locations, providing desired services for certain subscribers.

Multicast methods are described as offering advantages over present storecast services, with superaudible control signals. Several specialized storecasting programs could be broadcast simultaneously, with a larger potential revenue. The fm channel is adaptable to facsimile, teleprinter or other graphic recording transmissions to supplement audio programs.

Trafficast service also has been developed, such as the New York City traffic programming by fm to the Lincoln Tunnel where the program is relayed on 550 kc for reception by motorists in the tunnel. Transitcast service also could be exploited.

Other multiplexing uses include informational services on a subscriber basis, using taped news summaries, for example. Semi-broadcast special services could provide different programs from one station for different audiences.

Network interconnection is a type of multiplex service used regionally, offering many advantages and permitting service communication and other inter-station traffic. Quality of facsimile transmissions by the Navy in tests using Rural Radio Network in New York and WTOP-FM Washington is described by the Navy as better than telephone transmissions for the distances.

Stereophonic broadcasting promises significant service for fm stations through use of multiplexing methods.

Presiding at the Fm Committee's meeting was Ben Strouse, WWDC-FM Washington, its chairman. Attending were Walter J. Brown, WDXY (FM) Spartanburg, S. C.; H Quenton Cox, KGW-FM Portland, Ore.; Donald deNeuf, Rural Radio Network; Carl George, WGAR-FM Cleveland; J. R. Livesay, WLBH-FM Mattoon, Ill., and Edward A. Wheeler, WEAW (FM) Evanston, Ill. Taking part from the NARTB staff were President Harold E. Fellows; John F. Meagher, radio vice president; John H. Smith Jr., public affairs manager; A. Prose Walker, engineering manager; Richard M. Allerton, research manager; Vincent T. Wasilewski, chief attorney and C. E. Arney Jr., secretary-treasurer.

Weaver Talks Policy At S. F. Ad Club Meet

"AT NBC we let the advertiser determine how he wants to use television," Sylvester (Pat) Weaver, NBC president, told some 400 members of the San Francisco Ad Club last week.

"Our advertising policies are to build a pattern of uses in national television that will range from five-second identifications to all-night explosions, from 365 day continuity to once-a-year spectaculars," Weaver told his audience.

Stressing the importance of color in the television advertising field, Weaver predicted, "Color will be here sooner than even the optimists predict, and when the public sees more color they will flock to the tv dealers of the nation to buy sets. As advertisers see more and more color they'll demand its use."

Weaver defended the spectaculars: "Last year our *Bob Hope Show* broke down the last possible hesitancy in my mind regarding the commercial success of the early one-shot holiday shows. We now know that the spectaculars could be a great marketing success."

Committee Lineups Listed For New Radio Adv. Bureau

NEW committees and their memberships were announced last week by Broadcast Advertising Bureau, which becomes Radio Advertising Bureau on Jan. 1.

The committee membership also is effective at the first of the year, according to Joseph E. Baudino, Westinghouse Broadcasting Co., who becomes RAB board chairman on that date. The committees:

Executive—Kenyon Brown, KWFT, Wichita Falls, chairman; Charles C. Caley, WMBD Peoria, Ill.; William H. Fineshriber Jr., NBC; Ward D. Ingrim, KHJ Los Angeles; William B. McGrath, WHDH Boston; Adrian Murphy, CBS; Allen M. Woodall, WDAK Columbus, Ga.

Finance — John Hayes, WTOP Washington, chairman; Charles T. Ayres, ABC; Simon Goldman, WJTN Jamestown, N. Y.; Howard Lane, KOIN Portland, Ore.; William B. Quarton, WMT

In HOUSTON—the South's giant No. 1 Market • pioneer station KXYZ inaugurates a...

BRAND NEW CONCEPT OF RADIO SELLING

RPM*

*Realistic Pricing Method

Giving practical assurance to every advertiser of soundest possible value every hour of the day, every day in the week, KXYZ's new, published rate structure (effective Dec. 1, 1954) *completely revitalizes the radio selling picture in Houston!* And actually, no other station in the country as yet offers the same realistic approach to audience contact at such economical costs.

For example: With RPM* working for an advertiser, he pays less for a minute commercial at 1 p.m. than he would at 8 a.m., based on actual KXYZ audience records. Similarly, a spot announcement at 5:30 p.m. costs somewhat more than one at 10 p.m.

And don't forget these three KXYZ basics, too—

FASTEST GROWING MARKET IN THE SOUTH

25 eager-to-buy counties... with Houston: population now more than a million strong.

ECONOMICAL COVERAGE

with Houston's best-sounding radio signal, 24 hours a day.

SOUND SELLING SUPPORT

Not just merchandising, but support planned and executed by one of the nation's best-known marketing experts.

With KXYZ's **R**ealistic **P**ricing **M**ethod...

you have your FIRST buy in the South's FIRST market!

KXYZ 5000 WATTS

The Shamrock Broadcasting Company
HOUSTON, TEXAS
A Glenn McCarthy Enterprise

***NOW** represented nationally by*

AVERY KNODEL

INCORPORATED

New York • Chicago • San Francisco • Los Angeles
Dallas • Atlanta

Cedar Rapids; Robert A. Schmid, MBS; Donald W. Thornburg, WCAU Philadelphia.

Membership—George Higgins, KMBC Kansas City, chairman; John P. Blair, John Blair & Co.; John C. Cohan, KSBW Salinas, Calif.; Ralph McElroy, KWWL Waterloo, Iowa; Al Spokes, WJOY Burlington, Vt.

By-laws—James H. Moore, WSLS Roanoke, Va., chairman; John F. Patt, WJR Detroit; Frank Schreiber, WGN Chicago.

Committee members also are members of RAB's 1955 board of directors.

BAB Plans 102 Sales Clinics in '55

BAB will hold 102 sales clinics in 1955, nearly three times the number of meetings held this year, it was announced last week by BAB President Kevin B. Sweeney.

Mr. Sweeney noted that BAB—to be known as Radio Advertising Bureau Inc., effective Jan. 1—held 37 clinics in 1954, concentrated in the summer. During 1955, he said, the clinics will be "spread out evenly over ten months, thereby avoiding the summer vacation problem, which has prevented attendance by numerous managers and salesmen." He predicted that attendance at 1955 clinics will rise to about 2,500 from its 1954 record of 1,400.

The schedule is as follows:

Jan. 10, Miami; Jan. 11, Jacksonville, Fla.; Jan. 12, Birmingham, Ala.; Jan. 13, Atlanta; Jan. 14, Augusta, Ga.; Jan. 24, Chattanooga, Tenn.; Jan. 25, Nashville; Jan. 26, Columbia, S. C.; Jan. 27, Charlotte, N. C.; Jan. 28, Raleigh, N. C.

Feb. 7, Phoenix, Ariz.; Feb. 8, Los Angeles; Feb. 9, Fresno, Calif.; Feb. 10, San Francisco; Feb. 11, Sacramento, Calif.; Feb. 21, Washington, D. C.; Feb. 23, Richmond, Va.; Feb. 24, Roanoke, Va.; Feb. 25, Baltimore.

March 7, New Orleans; March 8, Shreveport, La.; March 9, Dallas; March 10, San Antonio; March 11, Corpus Christi, Tex.; March 21, Albuquerque; March 22, Amarillo, Tex.; March 23, Oklahoma City; March 24, Tulsa, Okla.; March 25, Little Rock, Ark.

April 4, Billings, Mont.; April 5, Boise, Idaho; April 6, Portland, Ore.; April 7, Spokane, Wash.; April 8, Seattle; April 18, Milwaukee; April 19, Grand Rapids, Mich.; April 20, Detroit; April 21, Cleveland; April 22, Cincinnati.

May 2, Chicago; May 3, Peoria, Ill.; May 4, Louisville, Ky.; May 5, Indianapolis, Ind.; May 6, Ft. Wayne, Ind.; May 16, Trenton, N. J.; May 17, Philadelphia; May 18, Pittsburgh; May 19, Buffalo; May 20, Syracuse, N. Y.; May 31, St. Louis.

June 1, Wichita, Kan.; June 2, Denver; June 3, Salt Lake City; June 13, New York; June 14, Hartford, Conn.; June 15, Boston; June 16, Manchester, N. H.; June 17, Bangor, Me.; June 27, Bismarck, N. D.; June 28, Minneapolis; June 29, Omaha, Neb.; June 30, Des Moines, Iowa.

July 1, Cedar Rapids, Iowa; Aug. 8, Atlanta; Aug. 9, Charleston, S. C.; Aug. 10, Winston-Salem, N. C.; Aug. 11, Norfolk, Va.; Aug. 12, Philadelphia; Aug. 22, Tampa, Fla.; Aug. 23, Birmingham; Aug. 24, Baton Rouge, La.; Aug. 25, Ft. Worth; Aug. 26, San Antonio.

Sept. 6, Los Angeles; Sept. 7, Bakersfield, Calif.; Sept. 8, San Francisco; Sept. 9, Ogden, Utah; Sept. 19, Seattle; Sept. 20, Portland, Ore.; Sept. 21, Colorado Springs; Sept. 22, Cheyenne, Wyo.; Sept. 23, Albuquerque.

Oct. 3, Washington, D. C.; Oct. 4, Pittsburgh; Oct. 5, Rochester, N. Y.; Oct. 6, Burlington, Vt.; Oct. 7, Boston, Mass.; Oct. 17, Milwaukee; Oct. 18, Chicago; Oct. 19, Detroit; Oct. 20, Cleveland; Oct. 21, New York; Oct. 31, Indianapolis.

Nov. 1, Louisville, Ky.; Nov. 2, St. Louis; Nov. 3, Memphis; Nov. 4, Knoxville, Tenn.; Nov. 14, Minneapolis; Nov. 15, Omaha; Nov. 16, Des Moines; Nov. 17, Kansas City; Nov. 18, Wichita, Kan.

NARTB PANEL TO SURVEY INCOME, EXPENSE TRENDS

VOLUNTEER panel of NARTB members will be set up by the association to provide up-to-date yardsticks on revenue and expense trends in the industry with a minimum of 150 typical stations selected for study to provide an accurate cross-section. The panel plan was approved by the NARTB Am Radio Committee which met Tuesday in Washington with James L. Howe, WIRA Fort Pierce, Fla., as chairman.

The study will reflect location, size of station, size of market, affiliation, fulltime or part-time operation, group vs. single-station operation, radio-only vs. radio-tv, years on air, and frequency.

NARTB's Research Dept. was directed to prepare and distribute to am station members a check-list by which operation of radio sales departments can be evaluated with regard to hiring and training of staff salesmen. Richard M. Allerton, research manager, is to digest radio circulation techniques and listenership surveys.

NARTB's participation in National Radio Week is to be intensified in the future by acquainting the public with benefits of radio in cultural and commercial fields. President Harold E. Fellows is to name a committee to direct this work and to enlist cooperation of other radio groups. A report will be submitted to the 1955 NARTB convention.

John F. Meagher, NARTB radio vice president, will study ways of developing production and sale of small, low-priced pocket radio sets, working through Radio-Electronics-Tv Mfrs. Assn., Radio Advertising Bureau and other organizations.

Other subjects taken up at the committee meeting were the 1955 convention handling of radio topics, Standards of Practice, FCC's rules on operator requirements and remote control, results of district meetings and a study of nighttime radio programming.

William C. Grove, KFBC Cheyenne, Wyo., appeared at committee invitation to discuss operator rules and remote control. He was chairman of the committee that conducted a long series of studies and led the successful presentation of the matter before the FCC.

PAY-TV DISCUSSED AT FCC AS ZENITH RENEWS ITS PLEA

The original 'Phonevision' proponent amends its earlier petition and submits a newer version of television in which the set owner would pay to look. Zenith says the Commission can approve its system without protracted rule-making proceedings.

FCC TOOK its first official look at subscription television last week, while at the same time it received a new petition from Zenith Radio Corp. urging that pay-as-you-look tv be authorized without the formality of a protracted rule-making proceeding.

The Commission, with six of its seven commissioners in attendance, discussed the subject of pay-tv at its Wednesday meeting. It decided to lay aside the subject until the next meeting (this week) so that further consideration may be given it.

General attitude, it is believed, is to use the pending petitions as the basis for inviting comments on the legality, technicalities and policy questions involved in considering the proposal to permit scrambled telecasts to be broadcast which could be received clearly by the public only through payment of a fee.

Only two principal petitions are before FCC asking that it authorize subscription tv. These are the 1952 Zenith petition, amended last week, and the September petition of Skiatron Tv Inc. [B•T, Sept. 20]. In addition there are a host of individual station petitions, mainly from uhf operators, urging that the Commission move quickly to authorize this service. Uhf broadcasters have many times expressed their belief that subscription tv may succor them from their present financial plight.

Consideration of the subscription tv question last month [B•T, Nov. 15] was delayed, it was understood, by the advent of Thanksgiving and the absence from Washington of some of the Commissioners.

The basic premise of the new Zenith petition rested on two points: (1) There is nothing in the Communications Act which prohibits subscription tv, and (2) FCC can act on the subject without rule-making proceedings.

Zenith asked FCC to announce that it will consider applications to begin subscription tv and that it will approve such applications after transmissions and equipment are approved.

In the alternative, Zenith said, FCC should hold "expedited, simplified and limited" rule making hearings.

Any full-scale hearing or investigation would be based on "speculative" considerations, Zenith said. There are no accurate yardsticks regarding pay-tv at this time, the Chicago radio-tv manufacturer said.

Zenith also asked that no technical standards be imposed at this time, if subscription tv is approved. Standards might restrict development, it pointed out. The only technicalities should be that no system should cause interference to regular telecasts or have any adverse effect on tv broadcasting, it said.

The Zenith system interposes no degradation of tv's sight or sound, the Chicago company said. It added that the Zenith system is fully compatible with color tv.

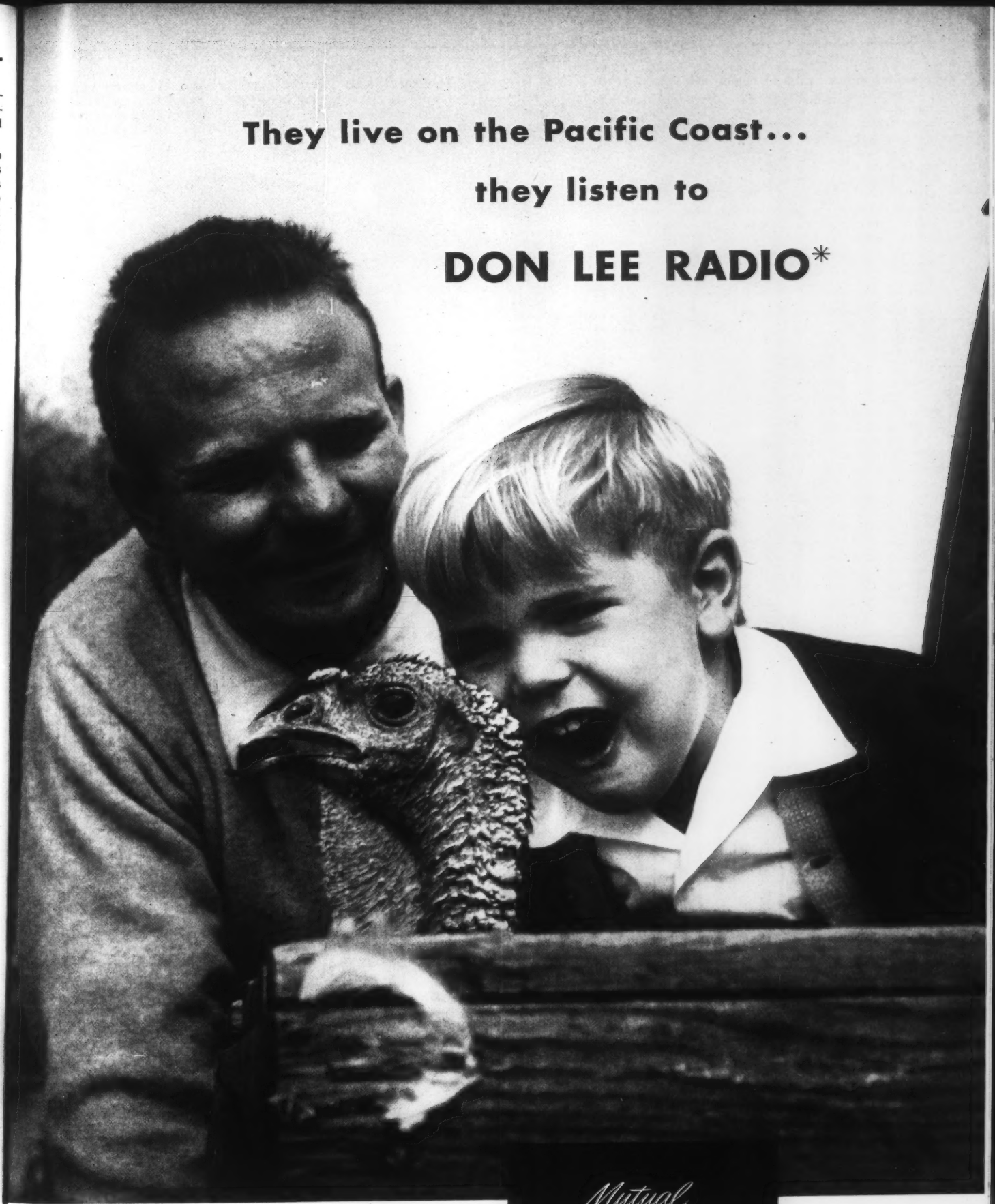
In urging the Commission to move quickly to permit tollcasting, Zenith said:

If private capital is to make its proper contribution to the development of our national television system, it is necessary that Zenith and Teco [Zenith subscription tv subsidiary], as well as their competitors, be permitted to test their judgment that subscription television will fill a public need in the market place. Unnecessary delay and red tape, just as much as prohibitory regulations, is a most effective method of discouraging private enterprise from developing or trying new methods.

Zenith estimated that a full-scale rule-making

Hendrickson Takes Leave

SEN. Robert C. Hendrickson (R-N. J.) delivered the last major speech of the 83rd Congress and his own swan song to the Senate last Thursday by calling attention to the work of his Senate Juvenile Delinquency subcomittee. Sen Hendrickson, who presided at several hearings during the past 14 months seeking to determine if television programs affect delinquency in children, expressed hope that the new Congress will act on the subcommittee's recommendations for corrective legislation. The New Jersey Republican, who was not a candidate for re-election, has announced that the subcommittee will make a separate report on television.



***Don Lee IS Pacific Coast Radio**

. . . the *only* network with "point-of-purchase" penetration paralleling the local buying habits of 16½ million people . . . the *only* network with stations in 45 important Pacific Coast markets . . . the nation's *greatest* regional network . . .

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proceeding will take from six months to a year. It called attention to several rule-making cases which have been in progress for five years or longer (clear channel, 1945; daytime skywave, 1947; radiation devices, 1949).

It also said that procedural devices to delay can be used as "vicious tools" in the hands of selfish competitors desiring to stave off subscription tv.

Emphasizing that subscription tv is to be considered complementary to present-day broadcasting, Zenith said:

Subscription television proposes to supply television broadcasting with a second source of economic support similar to that now enjoyed on an unregulated basis by its most important media-competitors—newspapers, periodicals and movie theatres. As in the case of its media-competitors, these two means by which commercial television may gain economic support [advertising and reception fees] are complementary rather than conflicting.

References to "free" tv are erroneous, Zenith said. The whole cost of the present television broadcasting industry is ultimately borne by the public, it said, through the purchase of the products or services advertised, and the cost of buying a receiver.

"Subscription television offers the commendable characteristic," Zenith said, "that each member of the public would contribute according to his individual use."

In a lengthy historical analysis of Congressional attitudes toward a public charge for receiving broadcasts, Zenith said the advertising-sponsored economic base of broadcasting was a natural development and not something imposed by Congress. In fact, it pointed out, efforts in 1927 to prohibit broadcasters from charging the public for receiving broadcasts were defeated in Congress. It also pointed to FCC's decision in the 1941 Muzak case when the Commission decided that the "pig-squeal" system of fm broadcasting was not inconsistent with the concept of broadcasting. More recently, Zenith said, the Commission approved specialized service broadcasts by fm stations (functional music, storecasting, etc.).

Zenith referred to the fact that as of Nov. 1, there were 410 commercial tv stations operating, plus eight educational tv outlets, and that there were 166 grantees building and 175 applications pending. Since there are 1,875 commercial tv channels allocated, the technical capacity of a national tv system is greater than its present economic or program resources. Zenith also referred to the fact that during the last two years, 6 vhf and 28 uhf stations have ceased operating and another 16 vhf and 83 uhf stations have given up their permits.

It continued:

While the Commission and the broadcast industry can justifiably take pride in the growth of the system since the war, the record also discloses that there is no room for complacency. We still must ask why a majority of the tv frequencies available are being totally ignored by private enterprise. Why have there been no applicants for approximately 60% of the commercial and 90% of the educational frequencies available? Why have no applications been filed for hundreds of small communities which have been allocated tv channels. Why have 34 tv stations gone off the air? Why have 99 holders of post-freeze construction permits relinquished their permits before going on the air? Why have numerous existing licensees complained to Congress that they cannot exist on present financial and program resources?

The last question was a reference to the Potter subcommittee hearing last spring on the plight of uhf stations.

The Zenith move urging that subscription tv be authorized quickly drew an immediate objection from Truman T. Rembusch, past president of the Allied States Assn. of Motion Picture Exhibitors and co-chairman of the Joint Committee on Toll Tv, representing Allied and Theatre Owners of America in opposition to pay-tv.

Mr. Rembusch called last week's petition by Zenith "obviously a tactical move." He said the question of subscription tv was too complex to permit the Commission to be "stampeded into a snap judgment decision." In the course of his statement, Mr. Rembusch alluded to recourse to the Federal courts as being "open to interested parties not agreeing to the decision."

The Zenith substitute petition was filed by the Washington radio-tv law firms of Pierson & Ball, for Zenith, and by Loucks, Zias, Young & Jansky, for Teco. Teco was organized in 1949 as the holder of certain Zenith rights in subscription tv.

New 'Phonevision' Unveiled by Zenith

OPERATION of alternate Zenith systems of subscription tv, all of which shy away from the use of telephone lines as an integral part of the decoding system as originally contemplated, was explained in last week's Zenith substitute petition.

Called the Phonevision Aircode System, it is described as follows:

Both sight and sound are transmitted in scrambled form. To unscramble the signal at the receiving end, two elements of information are needed—a key signal and a key number. The key signal is air-transmitted along with

national advertising representatives

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We are deeply grateful to the Committee which made the selection, and to our partners in this production, Eugene B. Rodney, the producer, and Robert Young. Their magnificent cooperation, and the distinguished contribution of the writers, director, and every member of the cast, together with the skill and ingenuity of our studio technicians and crews, made it possible for us once again to present "outstanding entertainment" for television.

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the Phonevision program. The key number is supplied directly to the subscriber and this is dialed on Phonevision attachment to the tv.

Distribution of the key number might take various forms. A punched card, similar to an IBM card, might be furnished subscribers. Each card would contain information for 30 programs. Payments would be made by returning the card to a local Phonevision office or a local bank or other place where cash payment can be made.

Another method might be for the subscriber to call the local Phonevision office, give his identification number and program choice. A computer would then develop the proper key number. The computer also would record the call to permit billing. A third method is to use a vending machine in public places, with the subscriber dialing his identification number and indicating his program choice. After inserting the proper amount, the vending machine would furnish him with the key number through connection with a computer at the local Phonevision office.

Seek New Florida Ch. 10

NEW VHF allocation for Florida is requested in a petition filed with FCC last week by the Jacksonville Journal Co., operator of ch. 36 WJHP-TV Jacksonville. Firm proposes that ch. 10 be assigned to Bunnell, Fla. The Journal Co. indicated no other vhf allocation would be affected by its proposal.

TV NETWORKS REPLY TO BRICKER PROBE; MAGNUSON TO ACCEPT COMMITTEE CHAIR

The four have submitted partial answers to the still-continuing investigation. Direction of inquiry probably will be changed when the Democrats take over in January.

THE FOUR television networks have replied to questionnaires in Senate Commerce Committee Chairman John W. Bricker's probe of the networks, although not all the answers are complete.

This was indicated last week by the committee's investigation staff, which was formed by the Ohio Republican to probe the networks and uhf-vhf problems.

Full information is expected "shortly" from the networks, however, a spokesman said. Some information also is expected "very shortly" from the FCC, to which a questionnaire also was mailed.

Meanwhile, Sen. Warren G. Magnuson (D-Wash.) last week said he definitely would accept chairmanship of the Senate Commerce Committee if the job is offered to him in the new Democratic Congress. Sen. Magnuson is in line for the chairmanship as ranking Democrat in an anticipated organization of the 84th Congress by that party next month.

Sen. Bricker, currently on a tour of Australia with members of the Joint Congressional Atomic Energy Committee, would relinquish the chairmanship and remain as ranking Republican.

The investigation staff has maintained it is going ahead with the investigation as contemplated by Sen. Bricker, despite the Nov. 2 elections, which gave Democrats majorities in the House and Senate.

There still is no intention to lay aside questionnaires intended for all television stations, although the probe group is awaiting complete replies from the networks and the FCC before sending out the station queries, according to the spokesman.

This obviously will make it impossible for a full report to be submitted to the Senate Commerce Committee as originally contemplated by Sen. Bricker, because of the few weeks left before Congress convenes Jan. 5. Nevertheless, "something will have to be submitted," the investigation staff spokesman said.

When Sen. Bricker announced the probe last summer he said the investigation staff would make its report to the full Commerce Committee, and that a hearing would be held later to consider legislation. Among legislative proposals is Sen. Bricker's own bill (S 3456) calling for regulation of the networks by the FCC.

Senate Democratic leadership has indicated members of that party are not as eager to investigate the networks as Sen. Bricker has been. Sen. Magnuson has made no public comment since the Nov. 2 elections on what his attitude will be toward the network probe. It has been generally expected that the investigation will be toned down or its direction changed under a Democratic reign, although Democrats, as the Republicans, have expressed concern over the plight of uhf operators.

Biggest complaint by the uhf stations, as evidenced during hearings on uhf ailments last spring by a Senate Communications subcommittee headed by Sen. Charles E. Potter (R-Mich.), is that they have been unable to secure network affiliations in areas where there is vhf competition.

The questionnaires sent to networks by the Senate Commerce Committee dealt largely with affiliation details and policies [B•T, Oct. 25]. The query to the FCC dealt with network affiliations, the FCC's allocations philosophy, coverage by tv outlets and the reason for intermixture of uhf and vhf in the same areas.

Heading the committee's investigation staff as majority counsel is attorney Robert F. Jones, former Ohio congressman and FCC commissioner. Minority counsel is attorney Harry M. Plotkin, former assistant general counsel of the FCC. In a Democratic Congress their positions presumably would be reversed, with Mr. Plotkin becoming majority counsel and Mr. Jones minority counsel. Neither has indicated whether he will accept the new position, if offered.

Coordinating the probe is Nicholas Zapple, the committee's communications counsel.

Rep. Dwight Rogers Dies

REP. DWIGHT L. ROGERS (D-Fla.), 68, third-ranking Democrat on the House Commerce Committee, which has jurisdiction over most legislation affecting radio-tv, died last Tuesday in Ft. Lauderdale after a heart attack. Rep. Rogers was stricken after making an address to the local Junior Chamber of Commerce there.

The signal's straight ahead for the most profit-making stop you ever made—right in the low-cost, profit-piling page of BROADCASTING • TELECASTING. Your ad in this, the oldest publication in radio and television, but the youngest in editorial vitality, is made for station, agency and other advertisers who want great results with the greatest of ease—at phenomenally low cost. You'll be amazed at what it has done for other advertisers. We're packed with profit-making facts to prove this. Just phone, write or wire us. Better yet; read a copy and then phone, wire or write.

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Suppose the government forbade food chains to abandon unprofitable stores

During the past decade, the rise of the super-market and the shopping center has made advisable the abandonment of many no-longer profitable small store locations—moves which could freely be taken by chain store management in the best interests of stockholders, employees and customers.

There are few people who fail to see this as a sound and justifiable business practice—or who would expect the Government to intervene to forbid it. In fact, if it did so intervene, the large food chains, for example, could no longer afford to sell such high quality food products at such low prices.

While other businesses are free to make such moves as this, the railroads—under similar circumstances—generally are not free to do so. In many instances, before a railroad can discontinue a passenger train that no longer pays for itself, it must obtain permission from the regulatory body of the state or states in which the operation is conducted.

Such state regulatory bodies are understandably sensitive to local pressures. As a result, justified applications for discontinuance of service are frequently denied or subjected to inordinate delay.

The railroads believe that such unprofitable and unnecessary local operations place an unjust burden on interstate commerce, with shippers having to absorb a large part of the losses in the freight rates they pay.

The railroads operating in the crowded eastern section of the United States are especially hard hit by such operations. It is not in the public interest for the food chains—*or the railroads*—to maintain unprofitable operations. The railroads do not ask for complete relief from regulation—they ask only that regulation be brought into line with present-day conditions... Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

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HOLSUM BREAD
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LIFE MAGAZINE
BAYER ASPIRIN
APEX PRODUCTS
M-G-M PICTURES
CIRCUS PEANUTS
IDEAL DOG FOOD
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BRANIFF AIRWAYS
UNITED GAS CORP.
BLACKBURN SYRUP
BULL-OF-THE-WOODS
VIVIANO SPAGHETTI
PARSON'S AMMONIA
POWERHOUSE CANDY
RAYCO SEAT COVERS
SHULTON 'OLE SPICE
MANISCHEWITZ WINE
VIRGINIA DARE WINE
WILDROOT CREAM OIL
ROBERT HALL CLOTHES
CRUSTENE SHORTENING
LADIES' HOME JOURNAL
B.C. HEADACHE POWDER
GREEN SPOT ORANGEADE
BONNIE BELL COSMETICS
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WAGNER'S ORANGE JULIP
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CAPP QUESTIONED IN BOSTON TV CASE

Attorneys ask if it is true, as related in a 'New Yorker' story, that the cartoonist sold pornographic drawings to students while he was in the fourth grade.

SEX had a frustrating day in the Boston ch. 5 television hearing at FCC last Tuesday as counsel for competitive applicants cross examined cartoonist Al Capp before Examiner James D. Cunningham. Mr. Capp is a minority stockholder and official in Massachusetts Bay Telecasters Inc. Others seeking ch. 5 are WHDH, WCOP, DuMont and Greater Boston Television Corp.

The attorneys wanted to know if it was true, as related in a 1947 *New Yorker* story by E. J. Kahn Jr., that the witness sold pornographic drawings to fellow students while in the fourth grade of a Brooklyn public school.

Denving the implication, Mr. Capp recalled that Mr. Kahn took no notes during his interview and the witness said he did not see the story until it appeared in print. The cartoonist thought the biographical sketch was "a very funny one," but "hardly accurate." He noted Mr. Kahn "is a humorist" and the art of humor involves "exaggeration."

Mr. Capp, known for his "L'il Abner" cartoon series, was asked if his work contained hidden bits of "Rabelaisian humor" directed to a "third level" of his audience. Opposing counsel cited the March 1951 report of a New York State legislative inquiry into comic books, part of which referred to "semi-hidden pornography" and presented exhibits which included "L'il Abner" strips.

Refuting the allegations, the witness observed that his cartoon output belongs to the United Press and is subject to full censorship by UP and the editors of some 700 papers subscribing to the feature. To attempt hidden meanings would be committing "professional suicide," Mr. Capp emphasized.

As for the legislative report, Mr. Capp charged that the exhibits of the "L'il Abner" strips were "faked excerpts," "multilated," "retouched" and "forgeries."

As for a story in the November 1953 issue of *Confidential* magazine titled "The Secret Sex Life of L'il Abner," Mr. Capp replied, "I know about the article. It is a filthy magazine. . . . Criminal charges are part of the steps we are taking. . . . We conducted an investigation of the source of the forgeries. We think we have discovered the source of the forgeries, of this filthy thing that appeared in this unspeakable magazine, and which the New York State committee were duped by."

Mr. Capp explained further, "We are in the last stage of finding the forger. We think we have him."

Mr. Capp is co-chairman of Massachusetts Bay Telecasters' Public Affairs Committee, comprised of representatives from among the applicant's 88 stockholders. Mr. Capp's Fosdick Productions holds 1.9% interest in the applicant. Other co-chairman is John Lawrence, 1952 Eisenhower campaign state chairman.

Direct evidence in the ch. 5 hearing was presented to Examiner Cunningham in writing. During the past several weeks he has been listening to oral cross examination. WHDH, Greater Boston and Massachusetts Bay have completed their cases. Today (Monday) cross examination of DuMont witnesses begins, following with WCOP.

Lamb Case in Recess

LICENSE renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was recessed until Jan. 4 by FCC Hearing Examiner Herbert Sharfman last week as he turned down the Broadcast Bureau's motion to go to two Federal penitentiaries to take depositions of Gus Hall and Jacob Statchel, both convicted of Smith Act violations [B•T, Nov. 29]. The pair, both former Communist Party officials in Ohio, have indicated they would plead Fifth Amendment and refuse to testify. They concluded the Broadcast Bureau's witness list in its effort to learn whether Mr. Lamb lied when he said he never had Communist ties [B•T, Sept. 20, et seq.]. Beginning Jan. 4, Mr. Lamb's counsel will continue cross examination of Broadcast Bureau witnesses and then present Mr. Lamb's defense case.

HEARINGS REQUIRED ON WNYC, WOI SSA'S

FCC acts on special service authority situations, some going back a decade or more. At the same time, KWBU Corpus Christi is granted a license in its five-year-old application.

FCC has decided to do something about the special service authority situations—some of which run back a decade or more. Last week, the Commission set for hearing request for extensions of SSA authorization by New York City-owned WNYC and told WOI Ames, Iowa, that a hearing would be necessary.

At the same time, it granted a five-year-old application for license by KWBU Corpus Christi, Tex. (50 kw daytime on 1030 kc), and dismissed as moot that station's request for an SSA to operate from local sunrise at Boston to local sunset at Corpus Christi.

Comr. Frieda B. Hennock dissented from the WNYC and WOI decisions. Chairman George C. McConnaughey did not participate in any of the rulings, and Comr. Edward M. Webster was absent when these decisions were made.

Since 1943, WNYC (1 kw daytime on 830 kc) has been operating under an SSA from 6 a.m. EST to local sunrise in New York, and from local sunset in Minneapolis to 10 p.m. EST. Clear channel WCCO Minneapolis agreed to the issuance of the SSA to WNYC as a wartime measure, but since the end of the war has petitioned the Commission repeatedly to withdraw this authority.

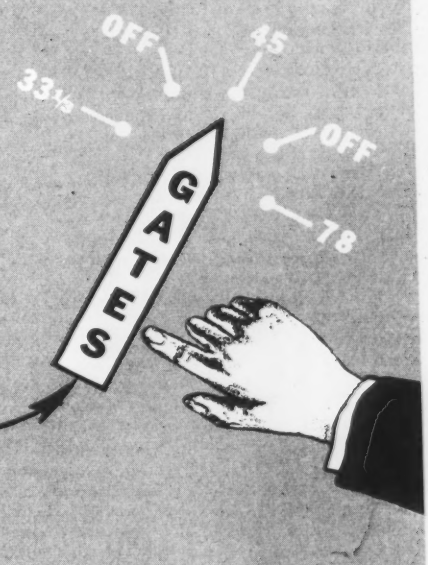
The Commission's action last week set WNYC's application for renewal of its SSA for hearing. The FCC also made WCCO and the Broadcast Bureau parties to the hearing, scheduled for Jan. 17.

In the WOI case, where the Iowa State College station has been operating with an SSA on 640 kc with 1 kw from 6 a.m. to local sunrise CST for 10 years, the Commission informed the station of the necessity for a hearing on its application for the continuance of the SSA. The station is licensed for 5 kw on the 640 kc wavelength but used only 1 kw in the early morning hours.

The Commission action in licensing KWBU in 1030 kc brings it into conflict with ABC's WABC New York which has held for years that

3 SPEEDS

1 OPERATION



From the pioneer maker of transcription turntables comes the finest Gates transcription turntable of them all—three speeds plus motor starting from one smooth running lever and a new high torque in silent motor power.

Available in both chassis and many complete turntable styles that are attractive both mechanically and budget-wise.—You will like this newest of the many new and modern Gates products for the radio and television industry.

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the proper place for KOB Albuquerque, N. M., was its officially assigned grant to 1030 kc. KOB has been operating for 14 years on 770 kc under an SSA. This is the frequency on which ABC's New York clear channel flagship operates.

In fact, in July 1951, a U. S. Court of Appeals in Washington told the FCC to take some affirmative action to clean up the semi-permanent SSA situation as it regards KOB (and by inference other like situations). The Commission action last week is believed to stem from that directive. A hearing on the WABC-KOB conflict was held in 1952, but no final ruling has yet been issued by the FCC.

The fifth SSA situation is that of KFAR Fairbanks, Alaska. KFAR is licensed for 5 kw on 610 kc, but since 1943 has operated under an SSA with 10 kw on 660 kc. This is WRCA New York's Class 1-A wavelength.

In 1953, the FCC issued a proposed rule to permit the use of U. S. Class 1-A channels in territories outside the continental limits of the U. S. No final decision has ever been issued.

Involved also is the 1945 Clear Channel case which has as its object the question whether the FCC should order a breakdown of clear channel station protections. Shortly after the Clear Channel case began, the Commission announced it would not act on any pending application involving a daytime station using a clear channel.

FCC COMR. Robert E. Lee congratulates Rev. Timothy J. Flynn, moderator of the Catholic Apostolate of Radio, Tv & Advertising, on the success of the seventh annual communion breakfast held at the Waldorf-Astoria in New York. Rev. Theodore M. Hesburgh (l), president of the U. of Notre Dame, and Comr. Lee addressed the CARTA members.

Freedom in Industry Demands Vigilance, Lee Tells CARTA

FREEDOM in radio and television can be maintained only by the efforts of a responsible and vigilant industry, FCC Comr. Robert E. Lee told a gathering of 1,400 members of the Catholic Apostolate of Radio, Television & Advertising on Nov. 28 at its annual communion breakfast at the Waldorf-Astoria Hotel, New York.

He asserted that freedom of broadcasting could best be protected by "a vigilant industry" that has "due regard for the full public interest." He pointed out that the problem of horror shows on radio and television could be solved if "the people in the broadcasting industry and the people in Washington, worked together and not at cross-purposes."

The Rev. Theodore M. Hesburgh, president, U. of Notre Dame, also addressed the group. He explained that Notre Dame had established a tv station to be opened in the near future and said it would serve as "a new kind of laboratory" where students will obtain a first-hand knowledge of communication arts.

McConnaughey Bid Up to 84th Congress

Senate adjourns special session without taking action on 'controversial' nomination of McConnaughey to FCC.

THE SENATE adjourned its special session at 7:10 p.m. Thursday without taking action on the nomination of George C. McConnaughey to the FCC. Mr. McConnaughey thus will continue to serve as FCC chairman—under the President's interim appointment which put him in office Oct. 4—until his nomination or that of another is acted upon by the Senate during the 84th Congress.

Mr. McConnaughey's nomination was among those labeled "controversial" by Senate Democrats. The minority party had issued a statement early in the special session asking that all "controversial" nominations or those requiring committee hearings be held over until the new Congress.

Hopes for the FCC chairman's confirmation were dashed late Thursday during a short executive session of the Senate which saw confirmation en bloc of several hundred "non-controversial" nominations and thousands of routine military appointments.

Party floor leaders William F. Knowland (R-Calif.) and Lyndon B. Johnson (D-Tex.) reiterated earlier statements that any senator, whether Democrat or Republican, should have a chance to question any nominee. In a Nov. 9 Senate Commerce Committee hearing on the McConnaughey nomination, Sen. A. S. Mike Monroney (D-Okla.) said Democrats felt the nomination to be a "controversial" one and that Democratic Sens. Warren G. Magnuson (Wash.) and Estes Kefauver (Tenn.) had indicated a desire to question Mr. McConnaughey.

Kefauver Explains

Sen. Kefauver has explained that he may want to question the FCC chairman about "some letters" critical of Mr. McConnaughey [B•T, Nov. 29]. Sen. Magnuson, who was absent from the Nov. 9 hearing, is in line for the Senate Commerce Committee chairmanship under Democratic reorganization of the Senate next year.

There had been talk earlier that an organized attempt would be made by Republicans to push through the McConnaughey confirmation [CLOSED CIRCUIT, Nov. 29], but any such plan appeared to have been discarded in favor of bipartisan considerations.

Sen. John W. Bricker (R-Ohio) had tried to report the nomination of Mr. McConnaughey on the Senate floor early in the session [B•T, Nov. 15], but this action was blocked by Sen. Lyndon Johnson's objection. The nomination had cleared the Senate Commerce Committee by affirmative vote of its seven Republicans, with its seven Democrats abstaining.

Sen. Bricker, chairman of the Commerce Committee, said in calling the Nov. 9 committee hearing on the nomination that he was a "life long friend" of the FCC chairman.

President Dwight Eisenhower has expressed disappointment at the Democratic action in heading off the "controversial" nominations [B•T, Nov. 29].

The Democratic move in blocking the McConnaughey and others of the contested nominations has been interpreted as a bid for power by the minority party on the basis of its Nov. 2 election victories in which it captured control of both houses of the 84th Congress. This interpretation is based at least in part on the speculation that Democrats may want to place another member of their own party on the FCC. Present FCC membership: four Republicans, two Democrats, one Independent.

FCC Approves KANG-TV Sale To KTBC-AM-TV Austin

SALE of ch. 34 KANG-TV Waco, Tex., by Central Texas Tv. Co. to KTBC-AM-TV Austin, Tex., was approved by the FCC last week [B•T, Nov. 29].

Consideration for the ch. 34 facility was $115,000 and assumption of $19,000 indebtedness.

KANG-TV, on the air since November 1953, had requested quick FCC approval to the sales agreement in view of the heavy losses sustained because of the failure to obtain network and national business in sufficient volume to meet operating expenses. The application disclosed a station deficit of $145,555.

President and majority stockholder of KTBC-AM-TV is Claudia T. Johnson, wife of Sen. Lyndon B. Johnson (D-Tex.), slated to be Senate majority leader in the upcoming 84th Congress. Other stockholders include J. C. Kellem, general manager; Paul Bolton, news director; Walter Jenkins, of Austin and Washington.

KGMB-TV Honolulu Asks For Satellite on Ch. 3

SATELLITE television station on ch. 3 at Wailuku, Maui County, is requested in a new application filed with FCC by ch. 9 KGMB-TV Honolulu, CBS outlet. According to C. Richard Evans, KGMB-TV vice president, the satellite can be completed within 60 days after FCC approval and will be located on the slope of the Haleakala crater at an elevation of 10,000 ft.

He said the satellite could be received also on the Hamakua and Kona coast of the Island of Hawaii and would increase KGMB-TV's audience by 66,500 people. The application specified the satellite will cost an estimated $24,430 and asked effective radiated power of 1.49 kw visual. Antenna height above average terrain of 5,960 ft. was given.

FCC Questions WDAS Sale Pending Legality Hearing

FCC notified WDAS Philadelphia last week that its application to sell its 1400 kc facilities to Richard Eaton for $72,000 required a hearing on the legal question of whether this could be done while WDAS also held a CP to move to 1480 kc [B•T, Nov. 29, Sept. 27].

Application to sell the old facilities was protested by WPEN and WHAT, both Philadelphia. Both argued that WDAS had no right to sell the frequency it was vacating. WPEN also asked that the FCC revoke the WDAS license because the FCC was not informed of the pending sale when it asked for license renewal last July.

WDAS' application cited instances where the Commission had permitted this type of sale.

Proposed sale is to Friendly Broadcasting Co., owned by Mr. Eaton. Mr. Eaton owns WOOK-AM-TV and WFAN (FM) Washington; WSID and WTLF (TV) Baltimore, WARK Hagerstown, WINX Rockville, all Maryland; WJMO Cleveland, Ohio, and WANT Richmond, Va.

Report on Soviet Russia:

"I paid $1.00 a gallon for State-produced gasoline"

by Foreign Correspondent
EDDY GILMORE

Eddy Gilmore, a Pulitzer Prize winner, has just completed nearly 12 years in Russia covering the Kremlin for the Associated Press. His book, "Me and My Russian Wife," is a recent best seller.

I don't consider myself an expert on Russia's oil industry. I mean I don't possess a lot of fancy figures and percentages, but:

After nearly 12 years residence in Moscow and travel from one corner of that vast country to the other I come away with some very definite impressions on the Soviet Union's oil industry and ours.

I figure I bought 14,440 gallons of Russian gasoline, 160 gallons of Russian kerosine and as little Russian motor oil as I possibly could.

My cars were filled with state-produced gasoline because I couldn't get any other kind. I know nothing about octanes, but I know all my cars* developed engines that knocked. In the depth of winter the carburetor often froze.

"Why?" I asked our Russian driver.

"Because," he answered, "we've got water in our gasoline."

For this watered gasoline I paid about $1.00 a gallon and when I had to buy it on the black market I paid a good deal more than a dollar.

The kerosine burned all right, but it wasn't always easy to find. And when I did find it I had to haul it home in my own bucket or can. I do know it smelled to high heaven.

I didn't buy Russian oil for my cars because all the chauffeurs I knew advised against it. Fortunately, I was able to buy American oil from abroad and have it shipped in. But not always. Sometimes we'd get caught short and be forced to go on the Russian market.

The chauffeur would shake his head.

"We're going to have trouble, Gospodin,"** he would say.

And we usually did.

I have seen the oil wells of Baku. More of them at Gurev, at the northern tip of the Caspian Sea. I've ridden oil barges on the Volga. I've stood in long lines, when the mercury was flat on its stomach in the cold of a Russian winter, to buy kerosine.

I saw Russia get desperate for oil during World War II. In those days they even imported oil machinery from the U. S. and brought in American oilmen to show them how to operate it. They must have a high opinion of the American petroleum industry. After 11 years and 9 months in Russia I know I have.

**I say "my cars." I had 9 automobiles during my time in Russia. They were used principally for business, but sometimes for pleasure.*
***Gospodin means "Mister" in Russian and that's what any polite Russian calls a foreigner.*

This report on Russia's oil industry is presented for your information by the American Petroleum Institute, 50 West 50th Street, New York 20, N.Y.

TOWER LIMIT ISSUE GOES TO ACC UNIT

The Air Coordinating Committee's Technical Div. will meet to discuss the proposed 1,000-ft. limit on tv towers Dec. 15.

JUST HOW FAR the Air Coordinating Committee will go in backing its Airspace Subcommittee recommendation that all tv towers be limited to 1,000-ft. above ground [B•T, Nov. 29] will be seen next week.

At that time, probably Dec. 15, the ACC Technical Div. will meet to discuss the subject. The FCC and broadcast industry representatives are expected to proffer their opposition at that time.

At issue is whether the ACC, which is the Presidential advisory committee on national air policy, should accept the recommendations of its Airspace Subcommittee on the subject of putting a 1,000-ft. ceiling on tv antenna heights.

Earlier last month, the Airspace Subcommittee unanimously approved a policy declaration to withhold its approval for any tv tower of more than 1,000-ft. height. The only exception would be for those above 1,000 ft. which are screened by existing obstructions. In its discussion of the situation, the Airspace Subcommittee urged greater reliance than has been the case on antenna farms, or the use of a single tower for multiple antennas.

The subcommittee also asks the FCC to initiate action to revise its regulations to "minimize" the use of antennas more than 1,000-ft. above ground.

If the ACC Technical Div. approves the Airspace Subcommittee's declaration, it is understood that top membership of the ACC usually goes along. However, if the Technical Div. does not have unanimity, ACC's standing members will be called to make the decision.

Although the FCC is not an official member of the top ACC, it is understood it will be invited to participate in its deliberations—if it should come to that.

The Commission, however, is not bound by any ACC decision. The Commission, as an independent agency, is responsible to Congress and operates under Congressional mandates as expressed in the Communications Act. There is no doubt, however, that it would take serious notice of any ACC action.

The Commission's liason with the ACC is Comr. Edward M. Webster. Comr. Webster was co-chairman (with CAA Administrator F. B. Lee) of an FCC-CAA study of the effect of tall tv towers on aviation two years ago. This brought a joint recommendation that matters be decided on an individual case basis. The FCC member of the ACC Technical Div. is John R. Evans, chief of the FCC's Aviation Div. The FCC is also a member of the Airspace Subcommittee. It abstained from voting when the tv antenna limitation was taken up.

Walker Gives NARTB Stand In Airspace Deliberations

ACTIVITY of NARTB in Airspace Subcommittee deliberations was explained by NARTB Engineering Manager A. Prose Walker last week to secretaries of Regional Airspace Subcommittees attending CAA-sponsored meetings in Washington. Others at the Dec. 1 briefing were members and associate members of the Washington Airspace Subcommittee and representatives of the aviation industry.

NARTB's interest in airspace matters is three-fold, Mr. Walker said. These are: (1) to present the overall broadcasting industry viewpoint, (2) to endeavor to ensure a complete and accurate record, particularly in controversial cases, because of the possibility of future FCC hearings, and (3) to provide useful information regarding broadcasting to assist the Airspace Subcommittee in its deliberations. He emphasized that NARTB does not participate on behalf of individual applicants.

He also explained the import of the FCC's Sixth Report and Order on which the national television allocation is based.

FCC Asked to Stay Pasco Satellite Grant

DISPUTE over a newly-authorized satellite television station on ch. 19 at Pasco, Wash., confronted the FCC last week as KALE Richland, Wash., petitioned the Commission to set the grant aside on the ground of premature construction. Hearing is requested. The satellite belongs to ch. 29 KIMA-TV Yakima and proposes to rebroadcast that station's programs [B•T, Nov. 8].

The KALE petition said Cascade Broadcasting Co., owner of KIMA-TV, received its permit for the Pasco satellite (KPRK-TV) on Nov. 3 and on Nov. 8 filed for modification of permit to change power, antenna height and move of transmitter site from Badger Mt., two miles southwest of Richland, to Johnson Butte Horse Heaven Hills, eight miles southwest of Kennewick, Wash.

KALE said a story in the Nov. 11 issue of the *Tri-City Herald* reported ground had been broken Nov. 10 by KPRK-TV and on Nov. 17 representatives of KALE witnessed construction at the Johnson Butte site. KALE charged this was two days before the move to the Johnson Butte site was approved by FCC, hence in violation of Sec. 319(a) of the Communications Act.

KALE also pointed out its petition pends for reconsideration of FCC's action of Oct. 29 which denied KALE's petition to allocate ch. 3 to Richland by removing the vhf facility from Lewiston Idaho, and substituting two uhf channels at Lewiston. The petition contended that "about the time the Commission was ready to decide the rule-making proceeding," an application for ch. 3 was filed at Lewiston by Lewiston Television Co., which it described as owned by Cascade. KALE said the satellite application was filed about the same time.

Waco, Klamath Falls CPs Awarded by FCC

INITIAL DECISIONS proposing to grant new tv stations at Waco, Tex., and at Klamath Falls, Ore., were finalized by the FCC last week [B•T, Nov. 15, Oct. 11].

At Waco, the grant for a new station on ch. 10 went to KWTX. This action came after the FCC granted the petition of WACO there to dismiss its competitive bid for the same facility. The FCC order revealed that KWTX has offered up to $45,000 to reimburse WACO for its out-of-pocket expenses incurred in prosecuting its tv bid and has agreed to reimburse WACO for losses up to $5,000 which may be incurred in the disposal of a tv tower.

At Klamath Falls, grant for a new station on ch. 2 went to KFJI. The grant was made possible by the dismissal of the competing bid of Klamath Falls Tv Inc. which will be paid $7,500 for expenses incurred in prosecuting its application.

KWBR WBRW KMUS WLSI
AR WGTA KBOP WNDB WC
WFMO WHIZ WESK KTRY
TR WKLO WJAY WZOB WL
WPAZ WLON WPAM WCRE
RA WBRY WPAC WJMC WA
KIKI WWOC WOWO KWOC
IM WAWZ KMAK WLOK WE
WGRY WKBR WFUL KGAL
WM WPEL WHBO WGVM WN
WJOT WKOV KRGI WOBS
OE WIRC WYVE CMBC WR
WMGR WNNJ WLAY WKNX
FC WKOY WOLS WOSC WA
WJIV WAWZ WOHO WTCW
WP WKIK WMMB WGLS KA
WRHC KUKI WHIL WRAY
EL WPOR WARN KCOH WI
WTPR WHYN WABM WLEA
WH WLMJ WTUS KOLN KD
WCVA WJMA WTSA WATH
BO KSOO WDBF WMOU WG
KXIT WFEC WSFL WELC
WG WWBZ WKMH WTVB WP
WSPD WWHG WWWF KCIM
VM KRVN WDOR WPAW WN
WKLY KNEX WKVA WOKO

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VK KLWN WOAP KLAS WF
WJBS WJCD WREB KBTA
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ZK WQAM WKSR WRAP WS
WDOV WEPM WERC WOBL
MT WCAP WINZ WCAM WJ
KPAN KJCK WIOB WEAT
MJ KCJB WGAF WSOK WD
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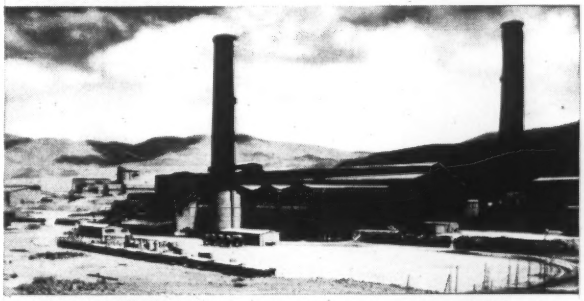
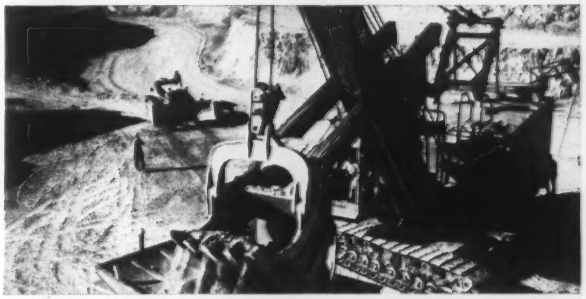
MC WEIM WAWZ KMAK WL
WICE WKID WWWR WFMD
OK WOND WBEV KBBA WI
WKRT WHSY KLMX WCDL
KE WILK KNBR WKBV WA
WKCT WBIS WKXY WDSM
MI WPRO WKSB WPEL WH

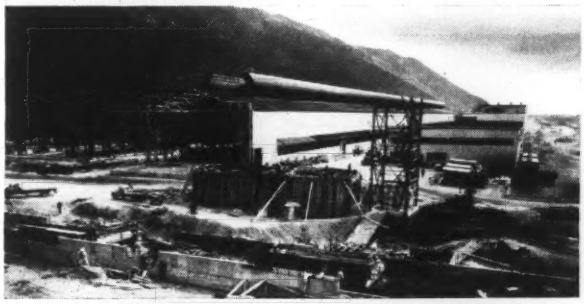
Significant Anaconda contributions to U. S. progress in metals — 1953-1954



Chile. At Chuquicamata, huge plant for treating copper sulphide ores of Chile Exploration Company—an Anaconda subsidiary—is completed.



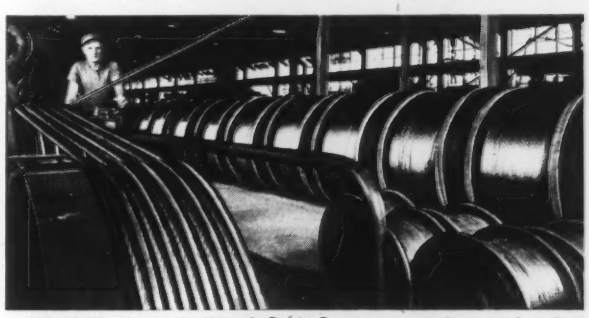
Copper. Anaconda's new open pit copper mine at Weed Heights, Nevada, officially opened in November, 1953, is now producing 5,000,000 lb. a month.



Aluminum. The new Anaconda reduction plant now being built near Columbia Falls, Mont. Scheduled to start production in mid-1955.

Uranium. Working with the U. S. Government, Anaconda builds a processing plant and develops uranium ore properties in New Mexico.

Brass Mills. New pre-formed copper tube grids for radiant panel heating come from The American Brass Co., an Anaconda subsidiary.



Wire Mills. Anaconda Wire & Cable Company expands research and production facilities for turning out its highly engineered line of copper and aluminum electrical conductors.

a new era of copper supply

Today an important fact faces all of us: you can't replace copper with any other metal without losing something. For copper and its alloys have many virtues—high thermal and electrical conductivity, ease of machining, forming, drawing, stamping, plating, welding, fabricating, and a high scrap value.

Since World War II, copper producers like Anaconda have been expanding mining operations here and abroad, developing new ore bodies, and revitalizing many existing mines with new methods.

As a result, the U.S. faces no lack of copper. All the copper we need—for peacetime and preparedness—is there, ready to be mined, refined and fabricated for all the demands of industry.

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Anaconda Sales Company
International Smelting and Refining Company

Circuit Court Rules KPOA Liable for Taxes

APPEAL to the Supreme Court is contemplated, former KPOA Honolulu part-owner John D. Keating said last week, following publication of the decision of the U. S. Circuit Court in San Francisco which makes Island Broadcasting Co. liable for $15,000 in back taxes.

Decision upheld the Hawaii Supreme Court ruling that the territory's tax on gross income of businesses was legal when applied to radio stations.

Mr. Keating and J. Elroy McCaw each owned 50% of KPOA. The 5 kw, MBS affiliate (on 630 kc) was sold to Radio Hawaii Inc. last spring for $400,000 [B•T, March 29]. Radio Hawaii is a subsidiary of Tele-Trip Policy Co., aviation insurance firm, which has also bought WTAC Flint, Mich. [B•T, Aug. 29] and KQV Pittsburgh [B•T, Nov. 1].

KPOA instituted the suit in 1951 to collect more than $7,500 which it had paid as taxes in 1946 and 1947. A counter-suit by the Hawaiian tax commissioner to collect more than $14,500 in taxes which the station refused to pay from 1947 on, was filed at the same time. A lower court held that the tax on the radio station was valid since income from outside the Islands was specifically exempted and therefore, the court held, the tax was not a burden on interstate commerce. The Supreme Court of Hawaii upheld this decision.

The decision of the U. S. Court of Appeals was written by U. S. District Judge Leon R. Yankwich, and concurred in by Circuit Judges William Denman and William E. Orr.

The court held that the Hawaiian tax was of different character from that involved in the 1936 Supreme Court decision in (KOMO Seattle, Wash.) Fisher's Blend Stations Inc. vs State Tax Commission. In that case, KOMO successfully contended that since it was a clear channel station (50 kw on 1000 kc), covering eleven western and northwestern states, including Washington and the Territories of Alaska and Hawaii, there was no way of segregating its income.

Notwithstanding that Congress has preempted the radio field, the San Francisco court said, and that the Communications Act requires Federal licensing, "the character of radio communication does not prohibit a tax upon the state business any more than the interstate character of railroads, power companies, telephone, telegraph and express companies stands in the way of valid tax statutes of the type under discussion."

Minton Denies RCA Plea For Stay in Zenith Case

AN RCA request for a Supreme Court stay order to prevent Zenith from proceeding with its $16 million anti-trust suit against RCA failed last week when Associate Justice Sherman Minton denied both the request for a stay and a request for a hearing—tendered by RCA counsel Adlai Stevenson, former Illinois governor and unsuccessful Democratic candidate for the presidency in 1952. This was Mr. Stevenson's first legal activity in almost eight years.

Ruling gave the green light to Zenith to begin taking depositions in its Chicago suit. RCA contended that the Chicago trial should be postponed until its suit against Zenith in Delaware Federal Court was completed. Chicago District Judge Michael Igoe ruled that the Chicago suit did not have to be delayed. This was upheld by a three-judge Chicago Court of Appeals ruling which refused an RCA plea for a stay [B•T, Nov. 22].

Meanwhile, argument was scheduled Wednesday in New York District Court before Judge John C. Knox on RCA's request that the government's anti-trust suit be transferred to the Delaware Federal Court [B•T, Nov. 29]. The Department of Justice has complained that RCA's patent business practices violate the anti-trust laws [B•T, Nov. 22].

Out of the Attic

DOWN out of the "attic" comes the FCC Broadcast Bureau's License Division, including the public reference room for radio-tv applications and hearing dockets, to repainted quarters in the 7000 corridor on the 7th floor of the New Post Office Bldg. in Washington. For years division chief Clara M. Iehl and her staff, plus applications, station files and dockets, have been jammed under the roof on the NPO Bldg.'s 8th floor, never intended for offices. Workers and official files have shared space with high voltage cabinets, transformers and big steam system valves. Move began Thursday and should be completed this week.

SALES OF KQV, TWO OTHERS FILED

APPLICATIONS for the sale of KQV Pittsburgh and KOAT Albuquerque and KRSN Los Alamos, both New Mexico, were filed with the FCC last week.

• At Pittsburgh, KQV was sold by Irwin D. Wolf and Earl F. Reed and associates to Tele-Trip Policy Co. for $740,000. [B•T, Nov. 1]. Tele-Trip, aviation insurance specialists, owns KPOA Honolulu and WTAC Flint, Mich. Until last October, KQV was 45% owned by CBS. In a move to unload its minority station holdings, CBS sold back its 45% interest to Messrs Wolf and Reed for $236,250 [B•T, Oct. 4].

KQV is an applicant for ch. 4 there and is in hearing with WCAE Pittsburgh, WLOA Braddock, Pa., Wespen Television Inc. and Irwin Community Television Co.

KQV balance sheet as of Sept. 30 reported total current assets at $99,298 and total assets at $644,550. Total liabilities were reported as $75,148. Tele-Trip balance sheet as of Nov. 20 reported total assets as $1,407,621.

Directors of Tele-Trip include Eugene DuPont III, H. J. Rand, John G. Getz Jr., Henry B. Lamy Jr., Phillip Gandert, Joseph P. Kand and President John M. Shaheen.

• The New Mexico stations KOAT and KRSN were sold by the Alvarado Broadcasting Co. to Sunshine Broadcasting Co. for $160,000. Reason given for sale of the two am stations was to be able to devote more time to ch. 7 KOAT-TV Abuquerque.

Sunshine Broadcasting is composed of: Hugh DeWitt Landis (36.3%), owner of KICA Clovis, one-third partner of KVBC Farmington, both in New Mexico, and minority stockholder of KANS Wichita, Kan., and KRGV Weslaco, Tex.; William Wayne Phelps (36.3%), owner of KALG Alamogordo, N. M.; D. F. Prince (9%), Washington attorney and minority stockholder of WSBR Pensacola, Fla.; Robert Porton (9%), KRSN general manager, and William Spack Jr. (9%), KRSN assistant manager.

"At Christmas play, and make good cheer,
For Christmas comes but once a year."

Thomas Tusser

Yes Christmas comes but once a year . . . and what could make better Christmas cheer than merry Christmas music from the SESAC repertory . . . the repertory that brings you "the best music in America." And the best Christmas music, too—

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At Christmas Time
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Behold the Star
Christ Child's Lullaby, The
Christmas Bells
Christmas Blessing
Christmas Candle
Christmas Joy
Echoes From Bethlehem
He Came a Lowly Stranger
Holy Child, The
Merry Christmas
Merry Christmas Bells
O Light of the World

. . . and many many more

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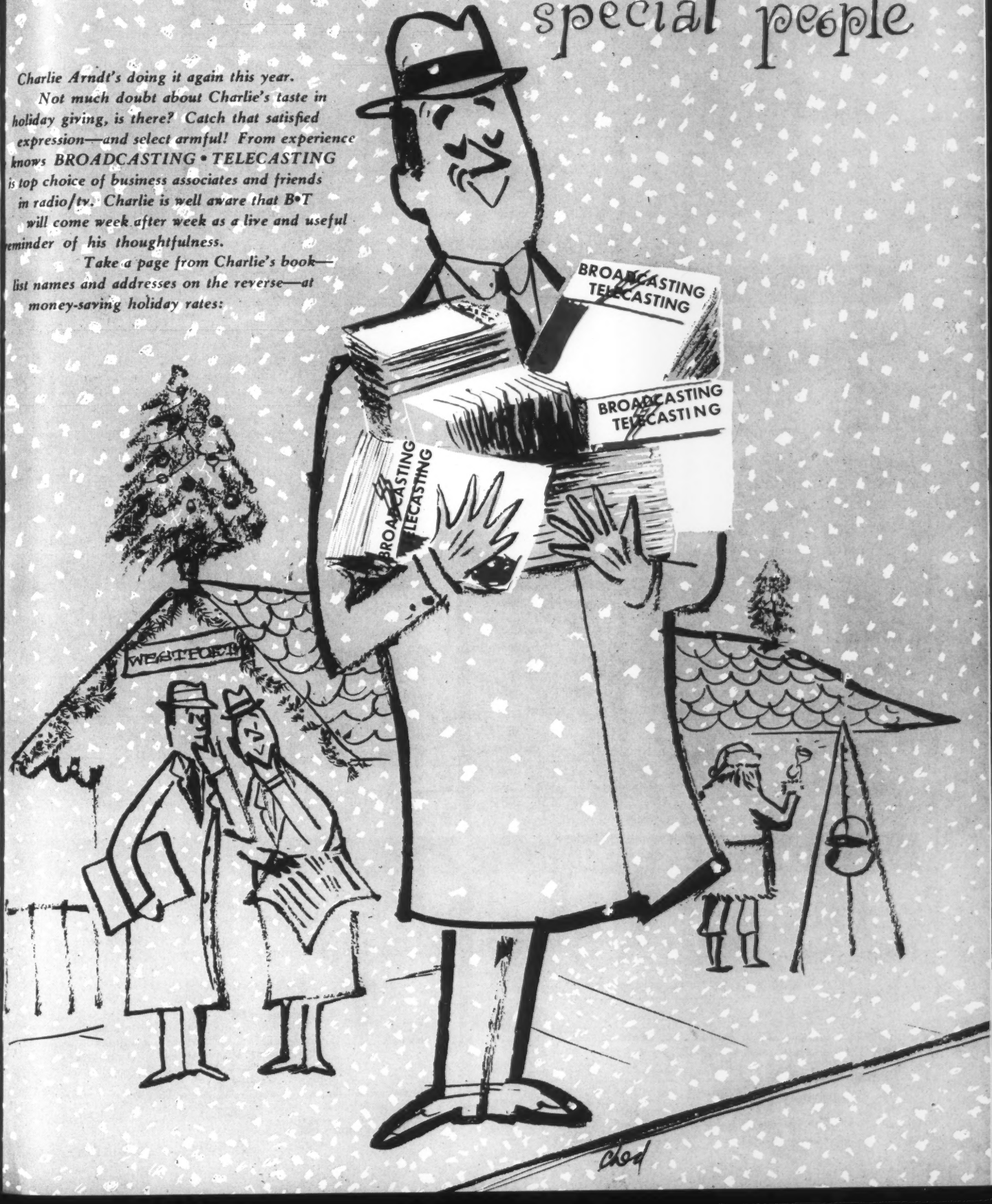
Take a page from Charlie's book—list names and addresses on the reverse—at money-saving holiday rates:



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WICC-TV, WKNX-TV Seek Antenna Rulings

REQUEST that the FCC permit use of directional antennas in tv was made last week by ch. 43 WICC-TV Bridgeport, Conn., which also filed an application for ch. 6 in that city.

At the same time ch. 57 WKNX-TV Saginaw, Mich., asked that the FCC revise its antenna site rule to forbid the location of a tv antenna more than five miles away from the boundaries of the principal city to which the channel is allocated unless extenuating circumstances are proven.

The WICC-TV proposal, which also calls for rule-making, is based on de-intermixing the Connecticut manufacturing center. Although there are three uhf channels, and no vhf wavelengths allocated to Bridgeport, it receives Grade B signals from all seven New York vhf stations and from New Haven's one vhf station. New York is 50 airline miles from Bridgeport. Since operation began in March 1953, only 10% of the more than 700,000 sets in the market area have been converted for uhf, the station said. WICC-TV has lost almost $170,000 in its 18 months of operation, it reported.

Because much more is known about tv directional antennas than when the Sixth Report and Order was issued in 1952, WICC-TV suggested that a low-powered ch. 6 operation in Bridgeport would permit coverage of the city and environs and overcome the disadvantages of New York vhf competition. Interference to cochannel and adjacent channel operations would be no greater than under present mileage separations, the Bridgeport outlet said.

When the FCC issued its Sixth Report it said that directional antennas would be permitted only to fill out service areas, or to cover peculiar situations. But, it said DAs would not be permitted to overcome separation requirements.

WICC-TV is maintaining that the time has come to permit just such use for directional operation.

Last summer, ch. 46 WFPG-TV Atlantic City, N. J., which suspended operations in May, petitioned the FCC to permit the use of a DA in Atlantic City in order to be able to allocate ch. 8 there [B•T, Aug. 16].

The WKNX-TV petition recommended that Sec. 3.685 (j) be revised to forbid an antenna being sited more than five miles from the boundaries of the city to which the channel is allocated, except under certain conditions. These were: If an application is made for a site beyond this limitation, the FCC notify all stations within the Grade B contour of the applying station. If no objections are received from these stations, the Commission may grant the application if warranted. However, should there be objections, the Commission should hold a hearing on the application with the objecting station made a party to the proceeding.

FCC Proposes 5 Educ. Chs.

FIVE more educational television channels for Michigan have been proposed by FCC in a rule-making notice based upon a petition by the state's superintendent of public instruction. FCC would allocate, and reserve for noncommercial educational use only, the following: ch. 11 to Alpena, ch. 49 at Escanaba, ch. 74 at Kalamazoo, ch. 21 to Houghton and ch. 35 to Marquette. Comments on the proposal are due Dec. 23.

SYLVANIA TELEVISION AWARDS JUDGES NAME NBC-TV'S 'MEDIC' 1954'S BEST

Committee, in announcing this year's awards, singles out medical documentary series for grand award as 'most outstanding program on television.'

"A DEFINITE upward swing in the quality of television programs" was noted by the Sylvania Television Awards' committee of judges last week as the winners of the 1954 awards were announced.

NBC-TV's *Medic*, documentary dramatic series on medicine, was singled out for the grand award as "the most outstanding program on television," while other honors were presented for programs, talent, agencies, advertisers and commercials considered outstanding by the judges.

The committee's report praised many tv developments of the year and was critical of others, including vastly budgeted color tv productions of which, the committee felt, "few have provided worthwhile entertainment. Those in charge of these shows must realize by now that an open checkbook does not guarantee a quality presentation."

The judges also criticized the scheduling of shows based on crime and violence during hours when children in large numbers are watching, and added: "Although we deplore censorship in any form, we cannot but feel that television, by failing to cope with its own problems, is providing potent ammunition to those who are eager to impose restrictions upon it."

Medic, the second show to win the grand award in the four years the Sylvania awards have been presented (first was *Victory at Sea*, in 1952), was hailed as "a truly great contribution to the advancement of television" and praised for "the worth of its content, the impact of its presentation, and the dignity of its purpose." The grand award was presented to its creator and writer, James E. Moser, and awards went to Worthington Miner, executive producer; Dow Chemical Co., sponsor, and NBC, while certificates of merit were issued to Producer Frank LaTourette, Director Bernard Girard, the Los Angeles County Medical Assn., and MacManus, John & Adams, agency for Dow.

The awards, sponsored by Sylvania Electric Products Inc., were presented on Tuesday night by Sylvania Board Chairman Don G. Mitchell at a banquet at the Hotel Pierre in New York, attended by more than 300 guests. In addition to the awards given for *Medic*, winners were as follows:

For the most outstanding tv series for children of all ages—*Disneyland*. Awards to Walt Disney, to sponsors American Motors Corp., American Dairy Assn., Derby Foods and to ABC. Certificates of merit to Geyer Adv., Brooke, Smith, French & Dorrance, Campbell-Mithun, and McCann-Erickson.

For the finest local children's show—*Little Schoolhouse* on KTTV (TV) Los Angeles. Awards to Mrs. Eleanor Hempel, "teacher" on the program, and KTTV. Certificates of merit to Producer Walter Hempel, Director Sam Mattison, Pacific Soap Co., Stationers Corp., Malt-o-Meal Co., Arden Farms, Swafford & Co., Milton Carlson Co., Campbell-Mithun and Allied Adv. Agency.

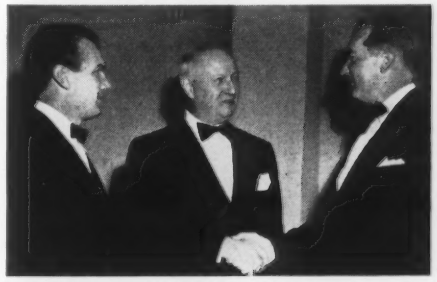
For the best educational series—*The Search*. Awards to Irving Gitlin, producer, and CBS-TV.

For the television comedian of the year—George Gobel. Awards to Mr. Gobel and NBC.

For creative effort in commercials—Certificates of merit (no awards) to five sponsors: *Life* magazine, W. A. Sheaffer Pen Co., Goebel Brewing Co., General Electric Co. and Rosefield Packing Co., and to Young & Rubicam, Russel M. Seeds Co., Maxon Inc., Guild, Bascom & Bonfigli, Tv Spots Inc., Five Star Productions, Transfilm Inc. and Brooke, Smith, French & Dorrance.

For the documentary program of the year—*Three, Two, One . . . Zero*. Awards to Henry Salomon Jr., producer and co-writer, and NBC. Certificates of merit to Co-Writer Richard Hanser, Editor Isaac Kleinerman, Musical Director Robert Russell Bennett and Narrator Alexander Scourby.

For excellent showmanship in variety enter-



JAMES A. FARLEY of Sylvania Awards committee, congratulates Fred M. Thrower, vice president and general manager, WPIX (TV) New York, and Richard A. Moore, vice president and general manager, KTTV (TV) Los Angeles, on both stations' awards.

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DAYTON, O.

"THE CITY BEAUTIFUL"

AMONG Sylvania award recipients at last Tuesday's dinner (l to r): George Gobel, NBC, named comedian of the year; John Daly, ABC, for *Open Hearing*, and Steven Hill, who was voted the dramatic actor of the year.

AT AWARDS festivities are (l to r) winners Robert Young and Jane Wyatt, featured on CBS-TV series, *Father Knows Best*; Walt Disney, for his ABC-TV *Disneyland*, and James E. Moser, *Medic* writer.

tainment—Producers of *Toast of the Town*. Awards to producers Ed Sullivan and Marlo Lewis, and to CBS-TV.

For local public service—*Our Beautiful Potomac*, six-program series on WRC-TV Washington. Awards to Stuart Finley, producer and narrator, and WRC-TV.

For superior camera direction—"Twelve Angry Men," in the *Studio One* series. Awards to Franklin Schaffner, director, and CBS-TV. Certificate of merit to Ted Miller, technical director.

For public information service—*Open Hearing*. Awards to John Daly, producer, and ABC. Certificate of merit to Eddie Nugent, director.

For the best dramatic series—*Philco-Goodyear Television Playhouse*. Awards to producers Fred Coe and Gordon Duff Philco Corp., Goodyear Tire & Rubber Co. and NBC. Certificates of merit to Hutchins Adv. and Young & Rubicam.

For the finest original teleplay of the year—"Man on Mountain Top." Awards to Robert Alan Aurthur, writer, Arthur Penn, director, and NBC.

For the dramatic actor and actress of the year—Steven Hill and Eva Marie Saint, who received awards for having met live television's demands "successfully in a diversity of leading roles."

For the character actor and actress of the year—E. G. Marshall and Eileen Heckart, who received awards for characterizations which, in each case, "stands as an example of noteworthy professional skill."

For the outstanding comedy team on television—Jackie Gleason, Audrey Meadows, and Jack Carney, each of whom, along with CBS-TV, received an award.

For local television news coverage—*Telepix News* on WPIX (TV) New York. Awards to John Tillman, newscaster, Consolidated Edison Co. of New York, sponsor, and WPIX. Certificates of merit to Walter Engels, producer, and BBDO.

For wholesome family entertainment—*Father Knows Best*. Awards to Robert Young, Jane Wyatt, P. Lorillard Co. and CBS-TV. Certificates of merit to Eugene B. Rodney, producer; William Russell, director; Dorothy Cooper and Roswell Rogers, writers, and Young & Rubicam.

The judges' report, "What the Committee of Judges Thinks About Television," said tv this year "made its most notable progress in the area of dramatic entertainment, and in programs of educational or public service nature. The public now has a wider choice, with shows to suit every taste. A considerable number of them are better than good—a few are noteworthy as creative achievements."

But the committee also found "still too much time and energy devoted to trite, banal, and downright silly concoctions."

It regarded the advent of color as "opening up a bright new world," but questioned whether the public might not develop "a feeling of resentment" that color sets are unavailable or too expensive, although the committee admitted it had no "ready-made solution" other than to suggest that "perhaps by emphasizing the high quality of the black-and-white versions, broadcasters can keep monochrome owners happy until colorsets are more in supply."

And the committee reported, "sadly," that it did not think the results of vast expenditures which have been made on color programs have been "commensurate" with the outlays, "although we applaud the spirit of these enterprises and their striving to bring new entertainment techniques to television."

The committee also praised tv's on-the-spot coverage of news events such as the Presidential Cabinet telecast, Congressional hearings and election results, declaring that "truly, television brings us history in the making, thereby realizing its immense power to inform and instruct the nation."

The judges said they examined commercials "carefully and at great length," finding "some that were done with taste, ingenuity, and purpose," but that "there are still many aspects of television commercials that are disturbing."

The committee said it found "a few notable juvenile shows" but that "in general, programming for children lacks substance."

Tv dramatic plays "reached a new high level of quality" in 1954, the report said, adding that "the only lack we noted in the dramatic field was the absence of plays in the lighter vein. A touch of the satiric, the flippant, would round out the picture."

KROW'S DEMELLO GETS BAB AWARD

TOP-winner in Broadcast Advertising Bureau's "Best Radio Salesman" contest for October was Jack Demello, KROW Oakland, Calif., Kevin Sweeney, president of BAB, announced last week. Second and third prizes go to Joseph C. Winkler, WCAU Philadelphia, and Tom E. Beal, KLWN Lawrence, Kan., respectively.

Mr. Demello was adjudged first-place winner in the October competition for selling Jackson's Home Furnishers, five retail stores in the San Francisco Bay area, their first radio schedule since 1950. The sale called for an eight-week campaign of 976 announcements on a 122-per-week basis and the use of the midnight-6 a.m. *Pat Henry Dancing Party Show* on KROW. As first-place winner, Mr. Demello has received a silver trophy from BAB engraved with his name and KROW's call letters.

Second-place award went to Mr. Winkler for selling time on WCAU to the Pennsylvania Nurserymen's Assn.

Mr. Beal, third-place winner, sold the Stowits Rexall Drug Store in Lawrence, Kan., a 52-week campaign to promote its baby and prescription departments.

It's enough to make Commander Whitehead practice pogonotomy.

What is?

The Eastern Iowa market.

(WMT AM & TV cover Eastern Iowa like a beard)

TAPE DUPLICATION

Unrivalled capacity, fast complete service—Multiple destination mailings. Experienced engineers—Ampex installations assure quality.

RECORDED PUBLICATIONS LABS.

1558-70 Pierce Avenue Camden, N. J.

Cam.: WO 3-3000 • Phila.: WA 2-4649

The budget is set • the client has okayed the general plan • now the pressure is on to draw up space schedules; compare stations • the hour is late, but the agency men work on • work with Standard Rate • and if you have a Service-Ad near your listing...

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among buyers and users of space and time has revealed that one of the most welcome uses of Service-Ads comes at those times account executives or media men are working nights or weekends, planning new campaigns or adjusting current ones.

GE STATIONS SETUP EXPANDED, REVISED

Radio and television station activities are split into separate units. Three new managers are named to fill station and section positions.

REORGANIZATION of General Electric's Broadcasting Stations Department into separate units for radio and television was announced last week by R. B. Hanna Jr., department manager. The split of radio and television functions, it was said, will begin at the manager level and proceed through sales, traffic and programs and will involve the creation of a new Station Service Section.

The move, according to Mr. Hanna, has resulted in the creation of a total of three new managerial posts at WRGB (TV), WGY-AM-FM, all Schenectady, N. Y., and at Stations Services. Managers will report to the manager of the Broadcasting Stations Department as will the managers of engineering and of finance, whose sections were unaffected by the reorganization.

"This new plan gives us greater freedom to meet the challenge of further expansion within the broadcasting industry," Mr. Hanna said. "It is based on the theory of dynamic management pioneered by the General Electric Co. and also fits the modern concepts of broadcasting stations organization."

MR. GALUSHA

MR. WELPOTT

Raymond W. Welpott has been named manager of WRGB (TV) with direction over the managers of tv sales and programs and the supervisor of film and traffic. He joined the Broadcastings Stations Department in 1941 as an accountant. Before his latest appointment he had served successively as assistant to the stations manager, assistant stations manager and manager of stations operations.

Merl L. Galusha, who has been with the department since 1950 and served most recently as supervisor of production for WRGB, has been appointed manager of WGY-AM-FM. The managers of radio sales and programs and the supervisor of traffic and continuity will report to him.

Caleb Paine, with the department in various executive capacities since 1946, has been named manager of the newly-created Stations Services Section. Reporting to him will be the manager of promotion and publicity, news editor, director of farm broadcasting and music librarian.

MR. PAINE

Edwin S. West and William Purcell continue in their respective posts of managers of finance and engineering.

418 Tvs On-The-Air As Three More Start

THREE new tv stations were scheduled to begin commercial programming this past weekend increasing to 418 the number of operating tv outlets. Two of the stations open up new local tv markets.

● WFMZ-TV Allentown, Pa., the first tv there, began programming Saturday and held open house ceremonies that night. The ch. 67 outlet is located in a market with two other uhf's—one in Bethlehem and the other in Easton. WFMZ-TV reports its primary area will cover Lehigh Valley, a combined population of 318,000 with retail sales for 1953 equaling $446,282,000. Raymond F. Kohn is president and general manager. The station will feature local programming exclusively.

● WIRI (TV) Lake Placid-Plattsburg, N. Y., owned by Great Northern Television Corp., was due to start commercial programming yesterday (Sunday) as the first tv station in the area. The closest competitor is 100 miles away. The ch. 5 outlet begins telecasting with 60-70 sales, Joel H. Scheier, president and general manager, reports. WIRI is equipped with a DuMont package and claims to be the first tv to start operating with two DuMont flying scanners—one at the studio and another at the transmitter site. Adam Young Tv Corp. is representative.

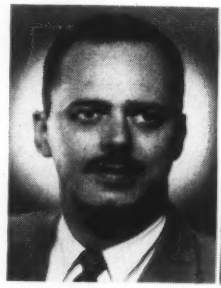
● KVOO-TV Tulsa, Okla., was scheduled to begin commercial operations yesterday, affiliated with NBC and represented by Blair Tv Inc. The ch. 2 station is the third tv in that city and second vhf. C. B. Akers, formerly of WEEK-TV Peoria, is general manager, and Russell Lamb, formerly of KMBC-TV Kansas City, is sales manager. KVOO-TV is owned by Southwestern Sales Corp. (W. G. Skelly, oilman); Harold C. Stuart, attorney and former assistant secretary of the Air Force; Sen. Robert S. Kerr (D-Okla.); Mrs. Grayce B. Kerr; Dean A. McGee; Travis M. Kerr; F. C. Love; Mr. Akers; Oklahoma A&M College; Tulsa U., and a group of non-voting stockholders. Class A hourly rate is $700 local and $650 network.

Brown Co. Announces Reorganization Plans

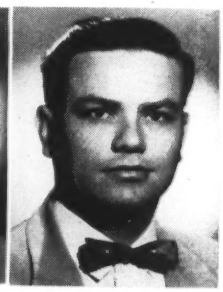
CLARKE BROWN Co., Dallas, Tex., southern radio and tv representatives, has announced representation additions, office expansion and personnel shifts at the same time that plans for incorporation of the firm were revealed.

In addition to its present activities, which include handling the H-R Representatives lists in the South, the firm is to represent KLIF-KFJZ Dallas-Ft. Worth, KFDA-AM-TV Amarillo and the Cactus Network of West Texas, effective Jan. 1. Clarke Brown also is to represent KFJZ-TV Ft. Worth, whose tentative target date is late spring.

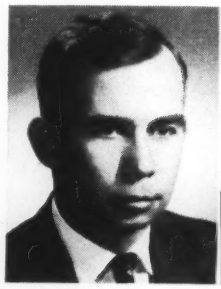
Officers of the to-be-incorporated firm are



MR. BROWN



MR. STUART



MR. McRAE

MR. PERANNI

Clarke R. Brown, president; Robert E. Stuart, vice president; Andrew E. Peranni, secretary-treasurer, and Bill McRae, vice president.

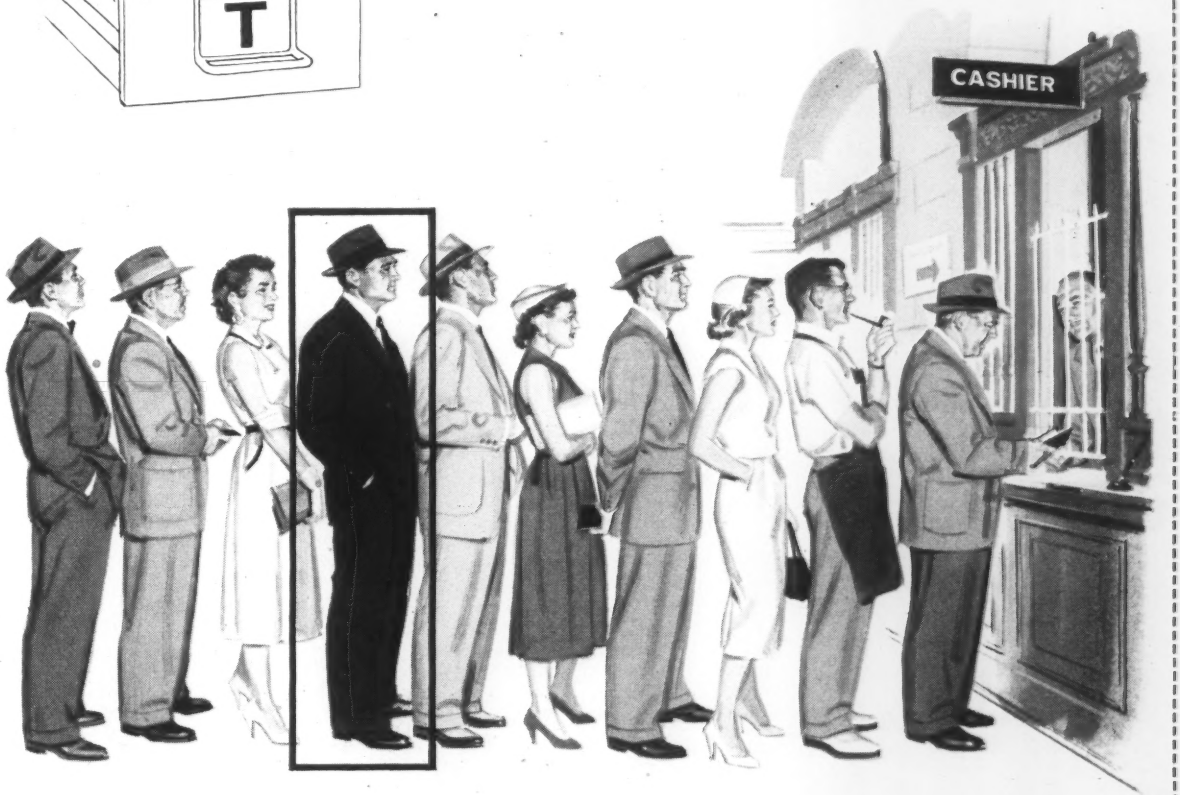
Mr. McRae has been named manager of the new Atlanta, Ga., office in Suite 615 of the 101 Marietta St. Building. This office will service accounts from East Tennessee and the Carolinas, south to the Gulf of Mexico.

Mr. Peranni has been moved from the company's Houston office to Dallas to assist Mr. Stuart, Dallas manager. Jack Lee has been named manager of the Houston branch succeeding Mr. Peranni.

GATES
Your One Source
For All Broadcasting Equipment
THESE OFFICES TO SERVE YOU

•	Quincy, Illinois	123 Hampshire Street	Telephone 8202
•	New York City	51 East 42nd Street	Murray Hill 7-7971
•	Washington, D. C.	13th & E Streets, N.W.	Metropolitan 8-0522
•	Houston, Texas	2700 Polk Avenue	Atwood 8536
•	Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
•	Atlanta, Georgia	13th & Spring Streets	(open October 1, 1953)
•	New York, International Div.	13 East 40th Street	Murray Hill 9-0200
•	Montreal, Quebec, Canada	Canadian Marconi Co.	Atlantic 9441

LIVE ITEMS FROM OUR MORGUE



Every 10th U.S. paycheck depends on trucks!

Some 6,773,000 men and women are now employed directly by the trucking industry or in jobs which depend on the trucking industry for continuing success.

With a total U.S. labor force of some 62 million, this means that one out of every ten employed Americans looks to the trucking industry for his or her livelihood. Only agriculture provides more jobs to more people.

The industry has met its responsibilities as the No. 2 U.S. employer with improved working conditions and a pay scale that, more often than not, exceeds the average for U.S. industry as a whole. For example, the average yearly wage in the trucking industry in 1952 was $4,333 while that of private industries was $3,428.

Chairman, American Trucking Associations

AMERICAN TRUCKING INDUSTRY / American Trucking Associations
Washington 6, D. C.

KMBC-TV Sales, Reception Up After Boost to 316 Kw

KMBC-TV Kansas City, Mo., reports that since it increased its power to 316 kw [B•T, Nov. 29] its local billings have been doubled as compared with the same period last year. The station reports that it now reaches areas which could not pick up the station at all previously. KMBC-TV estimates its set count at 440,000.

PRESENT when KMBC-TV Kansas City, Mo., switched from its interim transmitter to its permanent 316 kw transmitter were (l to r) John T. Schilling, vice president and general manager, KMBC-AM-TV and KFRM; Henry Goldenberg, chief engineer of the stations; Mrs. Charles R. Cook, widow of the founder of the Cook Paint & Varnish Co., stations owner, and Don Davis, first vice president, KMBC Broadcasting Co.

WNAM-TV, WFRV-TV Merge, Plan to Use Latter's Ch. 5

PROPOSED merger of the interests of ch. 5 WFRV-TV Green Bay, and ch. 42 WNAM-TV Neenah-Menasha, both Wis., was disclosed last week in a joint announcement by Clayton Ewing, WFRV-TV president, and S. N. Pickard, WNAM-TV president.

The merged interests propose to operate ch. 5 WFRV-TV with the ultimate discontinuance of ch. 42 WNAM-TV which is presently on the air. WNAM-TV's studio and other technical equipment will be used in getting the ch. 5 facility on the air, it was disclosed.

It was further announced that WFRV-TV has leased the tower and transmitter building of the Green Bay *Press-Gazette's* defunct WJPG-FM, deemed suitable for use as a transmitter and studio location providing the ch. 5 station with studios in both Green Bay and Neenah.

Switch Rate Card Emphasis, Blair & Co. Tells Clients

JOHN BLAIR & Co., station representatives, is suggesting to the radio stations it represents nationally that they switch emphasis in their rate cards.

According to Robert E. Eastman, executive vice president at Blair, the stations are being urged to issue their future rate cards with the 52-week rate listed first and the one-time rate last.

This, Mr. Eastman explains, ought to focus attention of buyers and sellers on the advantages of buying radio—particularly spot—on a long-range basis, since, he notes, advertisers themselves are on a continuous, 52-week basis and thus should exert continous pressure on the buying public.

Crosley Plans Sales Meet

CROSLEY Broadcasting Corp. officials will meet in both New York and Chicago this month to discuss with Crosley sales representatives the 1955 sales and promotion plans for WLW Cincinnati.

Attending from Cincinnati will be: R. E. Dunville, Crosley president; H. M. Smith, vice president for sales; Richard K. Jones, director of the client service department; Jack Frazier, director of merchandising, and George Henderson, general sales manager. In New York, the group will meet with Bernard Musnik, vice president in charge of Crosley's Eastern Sales Div.; Carlos Franco, WLW sales manager, and representatives of Crosley sales and NBC Spot Sales. In Chicago, NBC Spot Sales will be represented as well as Crosley's Central Sales Div., headed by Harry P. Albrecht.

KGUL-TV Appoints Wilson

APPOINTMENT of Robert S. Wilson as general sales manager of KGUL-TV Galveston, Tex., has been announced by Paul E. Taft, president of the outlet. Mr. Wilson was formerly with Katz Agency Inc., (station representative), New York.

Mr. Taft said the assignment was "a further indication of the expanding scope of KGUL-TV's operation." KGUL-TV, a CBS-TV affiliate, is represented nationally by CBS Television Spot Sales.

CBS Spot Names Schwin Sales Development Manager

NEWELL T. SCHWIN has been appointed manager of sales development for CBS Radio Spot Sales, Henry T. Flynn, general sales manager, announced Wednesday.

MR. SCHWIN

Mr. Schwin, formerly executive assistant to H. Leslie Atlass, vice president of the CBS Central Div., will make his headquarters in New York. His appointment was effective immediately.

Mr. Schwin joined CBS in March 1953 after a 20-year association with the Household Finance Corp., where he was advertising manager for the company's 600 branches in the U. S. and Canada.

Frederick A. Miller, 86, WSBT-AM-TV Pres., Dies

FREDERICK A. MILLER, 86, president of WSBT-AM-TV South Bend, Ind., and president and editor of the *South Bend Tribune*, died last week in South Bend Memorial Hospital. His health had been failing for the past several years, but he had continued his managerial functions.

MR. MILLER

Mr. Miller was a charter member of the Associated Press and held membership in the American Society of Newspaper Editors and the National Press Club.

He is survived by his wife, Flora, and a nephew, Franklin Schurz, secretary-treasurer of the South Bend Tribune Co.

KSVM Off Air Six Hours After Fire Guts Transmitter

KSVM San Mateo, Calif., which lost six hours of air time after a $60,000 fire destroyed both the station's transmitters, was rescued by the California National Guard which lent a transmitter and operating crew to the outlet until a 1 kw Collins transmitter could be shipped by air.

Nearby stations had made offers of equipment, but because of technical difficulties involved the NG transmitter was the simplest solution to the problem.

The fire, resulting from a short-circuited power line, gutted the transmitter building, which housed a 1 kw transmitter, a 250 w transmitter and station files.

Polgreen Heads WFBL Sales

APPOINTMENT of Richard F. Polgreen as sales manager of WFBL Syracuse was announced last week by Charles F. Phillips, general manager of the outlet. Mr. Polgreen has been with WFBL for four years.

Prior to his association with the station, Mr. Polgreen was with Loblaw Supermarkets as advertising manager in central New York.

STATION PEOPLE

Roger Pepperd, sales dept., KAKE Wichita, Kan., appointed sales manager, succeeding **Martin Umansky,** now manager, KAKE-TV; **Dick Williams,** program dept., KAKE, appointed program director, succeeding **Graeme Fletcher,** now vice president and general manager; **Marion Brandenberger** appointed sports director, KAKE.

MR. URY

Perry S. Ury, formerly sales representative, WHIZ-TV Zanesville, Ohio, to WFMZ-TV Allentown, Pa., as director of sales; **Jean Lieberman,** to WFMZ-TV as conductor, *Romper Room* children's program.

Robert Doan appointed program director, KWPC Muscatine, Iowa; **Earl McGaughey,** formerly with KBUR Burlington, Vt., to KWPC as announcer.

Marjorie Anning, office manager, WGSM Huntington, L. I., N. Y., promoted to program manager; **William Naramore,** chief engineer, WGSM, promoted to assistant to general manager; **William Goddard,** announcer, appointed news director.

Duncan Miller, assistant program director, WWDC Washington, to WTTG (TV) there as publicity and promotion director.

Harry Middleton, former program director, WVEC-TV Hampton, Va., to WTVD (TV) Durham, N. C., as program coordinator; **Leo Decker,** formerly production manager, WBNS-TV Columbus, Ohio, to WTVD as producer-director.

Beverly N. Hoffer, formerly with Headley-Reed Co. (station representatives), N. Y., to WPAW Pawtucket, R. I., as director of station relations.

Dick Hildreth to WIRY Plattsburg, N. Y., as news director.

Dick Nesbitt, former sportscaster, WKRC Cincinnati, to KSTP St. Paul as sports director, effective Dec. 13.

Redd Gardner, WBBM-TV Chicago, appointed assistant executive producer.

Stanley Johnson, national sales representative and merchandising director, KCBS San Francisco, promoted to sales account executive.

Hal A. Zogg, account executive, KUTA Salt Lake City, to KUTV (TV) there in same capacity.

George Henning and **Robert Cobbins,** time salesman, WARL Arlington, Va., promoted to account executives; **Ron Harold** to WARL as disc. m.c.

W. Barrett Mayer, formerly with WNEW New York, to time sales staff, WOND Atlantic City, N. J., as national sales representative, headquartering in New York.

Jack Satterfield, formerly with sales dept., WSAZ Huntington, W. Va., to sales dept., WLWD (TV) Dayton, Ohio.

Bill Musler and **Colleen Hayden** to sales dept. and program dept., respectively, KGVO-TV Missoula, Mont.; **Bee Ahl,** advertising dept.,

Chosen for use in "the world's worst weather" — atop New Hampshire's Mount Washington — the AMCI Type 1040 Antenna handles severe ice storm and high winds for Station WMTW (TV) Channel 8 with no decrease in transmitting efficiency.

With ice accumulating at a rate of 4½ inches per hour and winds averaging better than 100 miles per hour on Sept. 22-23, a combination of solid and rime ice built up to the 4-foot thicknesses shown above. Yet the deicers, operating at 1/16 power, kept the antenna clear and allowed normal operation and normal reflectometer readings throughout the storm.

And this antenna successfully withstood hurricanes Carol and Edna, in which wind velocities exceeded 140 miles per hour.

AMCI transmitting antennas available for full- or stand-by service on channels 7 through 13. *Write for bulletin B-912.*

ANTENNA SYSTEMS – COMPONENTS – AIR NAVIGATION AIDS – INSTRUMENTS

AMCI ALFORD Manufacturing Co. Inc

299 ATLANTIC AVE., BOSTON, MASS.

STATIONS

St. Paul Dispatch and *Pioneer,* and **Jim Beakey** to sales dept., KGVO.

Herm Schneider, station manager, WJON St. Cloud, Minn., to sales staff, WNAM Neenah-Menasha-Appleton, Wis.

William Smutzer, formerly with promotion Dept., ABC Central Div., Chicago, to advertising and promotion dept., WMAQ-WNBQ (TV) there; **Tom Arend** to WNBQ as assistant director.

Thomas P. Smith, WAAB Worcester, Mass., to announcing staff, KGMB Honolulu.

Dick Coleman, formerly announcer, WITH Baltimore, to announcing staff, WCPO-TV Cincinnati.

Harold Eskew, formerly with WCVS Springfield, Ill.; **Ross E. Pickett,** formerly with WJHP Jacksonville, Fla., and **Lester Keck,** formerly engineering supervisor, KVTV (TV) Sioux City, Iowa, to engineering staff WICS (TV) Springfield, Ill.

Ralph Vines, former columnist, *Cincinnati Enquirer,* to WLW Cincinnati as continuity writer.

Robert MacFadyen, formerly with advertising dept., Cutter Lab. Inc., Berkeley, Calif., to KTTV (TV) Hollywood as publicist.

Jay Hoffer, promotion manager, WJAR-AM-TV Providence, R. I., has received Master of Business Administration Degree from N.Y.U.

Ted Hardy, promotion assistant, KLZ-AM-TV Denver, and 1st lieutenant, Air Reserve, elected president, Denver Air Reserve Club; **Sheldon Petersen,** news director, KLZ-AM-TV, re-elected treasurer, Radio-Television News Directors Assn.; **Starr Yelland,** sports director, selected as industry speaker, Denver high schools "Career Day."

Zara Bishop, WCAU Philadelphia, appointed program chairman, 1954-55 season, American Women in Radio & Television, Philadelphia chapter.

Irving R. Rosenhaus, president, WAAT-WATV (TV) Newark, N. J., appointed to New Jersey State U. Newark College Council.

Greg Dunn, technical director, WSYR-TV Syracuse, N. Y., and Betty Lester were married Nov. 25.

Bob Smith, personality, KGMB-AM-TV Honolulu, father of boy, Nov. 20.

Willie Peterson, pianist, WCCO Minneapolis-St. Paul, and Mrs. Peterson, known professionally as **Jeanne Arland,** vocalist with WCCO, parents of girl, Patty Ann.

NETWORKS

NBC-TV CITES OWN PROJECT IN BEHALF OF AFFILIATES IN SMALLER MARKETS

CBS-TV's new Extended Market Plan is being scrutinized by ABC-TV and DuMont. NBC-TV last week said that its own similar plan had been reviewed last summer at an affiliates meeting in Chicago.

WHILE ABC-TV and DuMont had CBS-TV's newly-announced Extended Market Plan [B•T, Nov. 29] "under study" last week, NBC-TV asserted it already has been engaged in a similar program which was formulated and announced as early as last summer.

Basically, CBS-TV's formula is designed to extend tv network service to small market affiliates at rates varied from $50-100 per nighttime hour which the network believes will attract formerly-reluctant advertisers.

In answer to B•T's query, NBC-TV said its original plans were worked out in consultation with the NBC optional station subcommittee last August and presented to the affiliates at the Chicago meeting in September. The network said that while it considered itself "the first network to initiate action for developing more network programming and more network sales on affiliates in smaller markets," it felt still further effort was needed to enlarge stations' opportunities to increase network volume "without endangering their current revenues."

Toward this end, NBC-TV said it would continue to work closely with the committee representing the network's optional affiliates.

NBC-TV said it already "has made good progress" in its plan to develop more network programming and sales on smaller-market affiliates.

The network's optional affiliate set-up as developed at the meeting with affiliates had three basic avenues for action:

• Availability of *Home,* the *Imogene Coca Show* and *Howdy Doody* to optional affiliates not ordered by the advertiser for programming with network commercials deleted. Use can be made of these shows to build local audience and station revenue from local and spot sales, pending network orders. These three programs have been furnished to optional affiliates since October and NBC-TV said its *Today* show will be added next month to the three programs already being offered.

NBC-TV disclosed the *Home* program is being furnished to 31 optional stations, the *Coca* show to 21 optional stations, and *Howdy Doody* to 62 such outlets, including stations which have been ordered for one commercial segment of the program. Of the 62 stations being serviced the latter program, 30 stations are receiving them without network commercials. *Today* will be serviced to 35 optionals in January, NBC-TV said.

• Creation of a station sales unit "to concentrate full time on getting more NBC advertisers to order more optional stations." This specialized sales unit, NBC-TV said, has been set up under Richard H. Soule, who has been promoted from the network's sales force to serve as station sales representative.

• Offer of a group rate plan to affiliates in small markets who wish to take part. The stations would be available in territorial groups of five to eight stations at the reduced group rate which would run about 20% less than the total of their individual rates for advertisers ordering the entire group. These stations would continue to be available at their regular network rate to advertisers ordering them individually.

It was reported that NBC-TV initially received tentative acceptances from 12 optional stations, scattered territorially, on the latter proposal, but because of an inability to group the stations along territorial lines, the plan was not put into effect.

Individual network rates for stations participating in the CBS-TV plan will be set on a network fixed ratio to actual circulation. A special sales unit will be set up and advertisers using all stations in the group will be given a 10% discount which will not be passed on to the stations. CBS-TV will pay affiliates in the group 30% of their gross time charges, less usual deductions. These stations would pay CBS-TV $5 per commercial kine, or if they desire live programming, they would pay line costs for interconnecting them.

NBC-TV indicated in its comment that the "problem of increasing network commercial business on television affiliates in smaller markets" is "essentially a problem of advertising economics."

"As a result of our past efforts," NBC-TV claimed it "now averages a longer commercial lineup on its sponsored programs than any other television network."

First part of the plan—that of supplying commercial-less network programs for local sponsorship—was made to permit the small-market station to build circulation faster, and eventually to attract more network sponsors, NBC-TV indicated.

It also noted that its third phase of the plan—that of offering "special incentives"—was premised on the desire of encouraging network advertisers to use the stations but "without jeopardizing sound rate structures."

Miss Holm Withdraws

CBS-TV's *Honestly, Celeste* (Sun., 9:30-10 p.m. EST), starring Celeste Holm and sponsored by Bristol-Myers, was slated to end its short run with last night's performance. The network announced Thursday that Miss Holm had obtained release from further commitments to the show and had expressed gratitude to both CBS-TV and her sponsor for allowing her to discontinue. "Her live weekly shows at this point would not allow time for development of the proper show format to display her various talents most suitably," the network announcement said. A replacement show will be announced shortly.

Eight on Bandwagon

CBS-TV reported that as of late last week eight television stations had responded, all "favorably," to the network's Extended Market Plan offer [B•T, Nov. 29]. Under the plan, smaller-station markets would be enabled to obtain network service at prices which CBS-TV believes advertisers will find attractive. CBS-TV, which made the offer in a letter to 20 stations, listed the eight respondents as WMSL-TV Decatur, Ala.; KVEC-TV San Luis Obispo, Calif.; WINK-TV Ft. Myers, Fla.; KLIX-TV Twin Falls, Idaho; WFAM-TV Lafayette, Ind.; WBOC-TV Salisbury, Md.; WDXI-TV Jackson, Tenn., and KVOS-TV Bellingham, Wash. No contracts have been signed as yet.

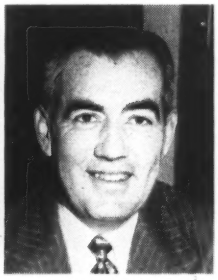
ABC RADIO NAMES FAIRBANKS, CASH

PROMOTION of two ABC Radio executives was announced Thursday by Charles T. Ayres, vice president in charge of the network.

Appointments were: William E. Fairbanks, eastern sales manager, to national sales manager, a newly-created post; Norman E. Cash, assistant sales manager, to the post vacated by Mr. Fairbanks.

Mr. Fairbanks, with ABC since Nov. 1950 as a radio account executive, was with NBC's Research and Sales Promotion Departments from 1933-1942. He then spent two years as network allocation chief with the Office of War Information Radio Bureau in Washington, leaving in 1944 to join Compton Advertising Inc. as manager of its Radio Timebuying Div. In 1945 he was made an assistant account executive at Compton. A year later he joined MBS

MR. CASH



MR. FAIRBANKS

as account executive and became director of planning. He was appointed eastern sales manager at ABC Radio in April 1952.

Mr. Cash, with NBC for 12 years as director of radio station relations, joined WLW Cincinnati where he was general sales manager before his appointment to ABC Radio in Nov. 1953 as assistant sales manager. Mr. Cash was credited by ABC as having "formulated the original plans for the Quality Radio Group" while with WLW.

ABC-TV Affiliations at 218

SIGNING of WBTV (TV) Charlotte, N. C., and KVEC-TV San Luis Obispo, Calif., as ABC-TV affiliates, bringing the network's total to 218 stations, was announced last week by Alfred R. Beckman, director of station relations. WBTV, ch. 3 outlet owned by Jefferson Standard Broadcasting Co. and operated under the general managership of Charles H. Crutchfield, affiliated with ABC-TV Oct. 15. KVEC-TV, ch. 6 station owned by Valley Electric Co. with Les Hacker as general manager, joined the network Nov. 17.

Advertisement

From where I sit
by Joe Marsh

Going—Going—
But Not Gone!

Saturday they got set to auction off "Sis" Brown's house for non-payment of taxes. Buck Stone from Centerville was the auctioneer. Everybody who came to the auction knew that "Sis" is a war widow.

When Buck began the bidding he said, "Anybody can bid. Just remember that 'Sis' and three nice kids happen to live here. Now who's *going to start the bidding?"*

There was silence. "Sis," standing in back, got the point. She reached into her purse for just about all the money she had in the world. "I'll bid $75," she said. "Sold," bellowed Buck and "Sis" had her home back.

From where I sit, Buck Stone used a helping hand instead of a gavel. It was real neighborliness. You know, even in something as small as respecting another's choice of beverage, a person can be neighborly. You might like buttermilk. I'm "sold" on a temperate glass of beer. And I can't "buy" anyone's telling me I'm wrong.

Joe Marsh

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PIERRE MENDES-FRANCE, premier of France, is greeted by Brig. Gen. David Sarnoff, board chairman of RCA-NBC, at the RCA Bldg. in New York prior to Mr. France's appearance on NBC's *Meet the Press* program. L to r: Robert Sarnoff, executive vice president of NBC; Lawrence Spivak, owner-producer and permanent panel member of *Meet the Press;* Mr. France; Sylvester L. Weaver Jr., NBC president; Gen. Sarnoff, and Henri Bonnet, French ambassador to the U. S.

Holiday Grid Games Dot Network Schedules

EXTENSIVE slate of college football games throughout the nation will be offered by radio and television networks on New Year's Day.

NBC will present a simulcast of the Cotton Bowl Game in Dallas between U. of Arkansas and Georgia Tech, starting at 1:45 p.m. EST. Radio coverage will be sponsored by the Crosley Division, Avco Mfg. Corp., Cincinnati. At 4:45 p.m. EST, NBC Radio and NBC-TV will begin coverage of the Rose Bowl Game in Pasadena between U. of Southern California and Ohio State U. under the sponsorship of the Gillette Safety Razor Co., Boston. NBC will carry a telecast of the Tournament of Roses Parade from 12:15-1:45 p.m. EST and a radio broadcast at a time to be announced later under sponsorship of the Minute Maid Corp., New York.

Simulcast of the Orange Bowl Game from Miami between Duke U. and the U. of Nebraska will be carried by CBS, starting at 1:45 p.m. EST. Sponsorship will be by Gillette.

ABC will present a simulcast of the Sugar Bowl contest from New Orleans between Navy and U. of Mississippi, starting at 1 p.m. EST. Coverage will be sponsored by C. A. Swanson & Sons, Omaha; American Chicle Co., New York, and E-Z Popcorn Co., Detroit.

Mutual will present two bowl games during the holiday period, starting with the annual Blue-Gray (North-South) Game from the Cramton Bowl in Montgomery, Ala., on Christmas Day between teams to be selected, starting at 1:45 p.m. EST. The contest will be sponsored by Gillette. On Dec. 31 Mutual will carry the 'Gator Bowl Game between Auburn U. and Baylor U. from Jacksonville, Fla., starting at 1:45 p.m. EST.

NBC Appoints John Porter Advertising, Promotion Mgr.

APPOINTMENT of John Porter as manager of NBC's advertising and promotion department was announced Wednesday by Kenneth W. Bilby, NBC vice president for public relations.

Also announced by Mr. Bilby was the promotion of Edward Vane, formerly coordinator of tv network sales promotion, to manager of national sales promotion, the post vacated by Mr. Porter.

Mr. Porter joined NBC in 1950 subsequently rising to manager of national sales promotion.

Lewis to Far East

FULTON LEWIS jr., MBS commentator, is scheduled to leave today (Monday) on a two-week trip to the Far East, during which he will gather material for his nightly radio program (Mon.-Fri., 7-7:15 p.m. EST) and his General Teleradio weekly film program, which will be released next month. Among the highlights of the trip will be a visit with Chiang Kai-shek, in Tapei, Formosa, and a tour of the island of Quemoy, which has been under communist Chinese fire.

Ike's Christmas Message

LIGHTING of the nation's Christmas tree on the White House lawn and President Eisenhower's Christmas message, Dec. 17, will have almost complete radio-tv network coverage. The annual event will be carried by ABC-AM-TV, CBS Radio and Mutual at 5-5:30 p.m. EST, and by CBS-TV at 5:15-5:30 p.m. NBC-TV will telecast the program live, while NBC Radio's coverage will be taped and broadcast later in the evening. DuMont spokesmen said they did not plan coverage.

NETWORK PEOPLE

Leslie Urbach, producer, appointed executive director, DuMont-Tv's *They Stand Accused.*

Frank M. Figgins, engineering supervisor, NBC Hollywood, died Nov. 20.

Elbridge Nichols, researcher, *Hallmark Hall of Fame,* CBS Radio Hollywood, died Nov. 21.

CHNS

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About the Maritimes Busiest Station

5000 WATTS

PROGRAM SERVICES

Booklet Being Published To Answer Facts Forum Critics

THE first booklet of a two-part *Case History of a Smear Campaign* is being distributed by Hardy Burt & Assoc., New York, in answer to critics of Facts Forum Inc.

Hardy Burt & Assoc. produces two shows (*State of the Nation* and *Answers for Americans*) of a series of radio and tv programs underwritten by Facts Forum.

The booklet criticizes a number of individuals, groups and newspapers, among them Rep. Wayne Hays (D-Ohio) who has asked that Facts Forum be removed from the list of tax-exempt foundations, and commentator Drew Pearson. The booklet said Facts Forum officials have discovered an apparent "propaganda campaign to destroy Facts Forum" which can be "traced back to the *Daily Worker*, the official daily organ of the Communist Party."

Facts Forum receives financial support from H. L. Hunt, wealthy Texas oilman. Its news release describes it as a "non-profit, nonpartisan public affairs organization."

Olmsted Opening Plant

OLMSTED SOUND STUDIOS, New York, with more than $300,000 invested in construction and equipment, officially opens Dec. 16 when a reception will be held for business leaders and newsmen, according to Henry Olmsted, president. Newly-built studios at 1 E. 45th St., Mr. Olmsted said, will handle all types of sound recording and are equipped for commercial film production. Olmsted Sound will do most of Princeton Film Center's commercial film work in addition to contracting with other firms, he said.

Lewis Sets Up PR Firm

GEORGE Q. LEWIS, talent coordinator for the United Cerebral Palsy campaign for the past two years, has resigned that post, effective Dec. 10, to specialize in radio-tv public relations work. Mr. Lewis, founder of the National Assn. of Gag Writers and former publicity director of WHN New York (now WMGM) and also former exploitation director for MBS, will headquarter at 360 First Ave., New York. Telephone is Spring 7-6210.

KBS Adds Five Stations

STATIONS in four states have joined Keystone Broadcasting System as affiliates, it was announced Tuesday. Stations are WGWR Asheboro, N. C.; KOGA Ogallala, Neb.; WMRE Monroe and WLFA Lafayette, both Georgia, and KSUE Susanville, Calif. Additions bring total number of KBS affiliates to 786, according to Blanche Stein, station relations director.

PROGRAM SERVICES PEOPLE

Gerald P. Rock, Muzak Corp., N. Y., appointed New York sales manager, succeeding **Curt H. Pfenniger,** resigned.

George S. Summers, territorial sales manager, Bigelow Carpet Co., Kansas City, to Tv Spots, Hollywood, as sales executive, headquartering in New York.

Walter H. Theiss, general controller, Clary Multiplier Corp., L. A., to Capitol Records Inc., Hollywood, is similar capacity; **Victor O. Bergquist,** treasurer, Capitol Records, resigns.

Introducing—

THE MYCALEX PARTS KIT

✳ For design projects

✳ For experimental use

✳ For emergency repairs

To acquaint engineers with the superior qualities of Mycalex glass-bonded mica the world's most nearly perfect insulation a conveniently packaged kit containing more than 30 Mycalex products has been assembled.

This assortment includes 46 miniature and sub-miniature tube sockets, terminal boards, rods and strips of fabricated Mycalex 400 and various Mycalex 410 injection-molded products such as connector sleeves, coil forms, stand-off terminals, rotors and rings, motor slot wedges and switch wafers. A handy reference table compares the superior physical and electrical properties of Mycalex glass-bonded mica with those of other insulating materials.

MYCALEX

✳ withstands extreme operating temperatures

✳ offers high arc resistances

✳ possesses low loss and power factors

✳ for permanent dimensional stability

The Introductory Mycalex Kit is being offered to qualified engineers and others who are interested.

Mycalex Corporation of America, Dept. 546
Clifton Boulevard, Clifton, New Jersey

Please send me the new Mycalex Parts Kit at the introductory price of $10.00.

Enclosed find Check.....Cash.....Money Order.....

Name.....Title.....

Company.....

Street.....

City.....Zone....State.....

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New York 20, New York

MYCALEX CORPORATION OF AMERICA
World's largest manufacturer of glass-bonded mica products

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IN THE
EVANSVILLE MARKET

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CBS-TV
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rash promises,
no fabulous claims
in delivering the Evans-
ville, Indiana market . . .
Realistically scaled rates and
unduplicated CBS-TV coverage are
yours on WEHT
*and with network color too

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Nationally by
MEEKER TV, Inc.
Regionally by
ADAM YOUNG
St. Louis, Mo.

WEHT Channel 50

BMI
"Pin Up" Hit

THERE'LL ALWAYS BE
A CHRISTMAS

RECORDED BY

AMES BROS. . . . . Victor
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THE ENGLISH KNIGHTS . . . Eagle
THE REGALS . . . . . MGM

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DuMONT LABS SALES INCREASE FROM '53

SALES of Allen B. DuMont Labs for the 40 weeks ended Oct. 10 amounted to $67,593,000 as against $65,896,000 for the same period of 1953, the company reported last week.

Net profits for the 40-week period dropped from $935,000 in 1953 to $612,000 in 1954, and net profit after payment of preferred dividends totaled 22 cents per share of common stock as compared to 36 cents per share in 1953.

A comparative summary of earnings is provided in the following table:

	40 Weeks Ended	
	Oct. 10, 1954	Oct. 6, 1953
Sales	$67,593,000	$65,896,000
Net Profit	612,000	935,000
Common Shares—Outstanding at End of Period	2,361,054	2,361,054
Net Profit Per Share After Preferred Dividends	$.22	$.36

Slow Color Sales in '55, Abrams Tells N. Y. Meeting

SALES of color receivers in 1955 will be small, although the year will see progress in the increased use of transistor-equipped radio and tv sets, Benjamin Abrams, president of Emerson Radio & Phonograph Corp., said Wednesday.

Mr. Abrams revealed that Emerson has discontinued its color set production because its 15-inch receiver already has become "obsolete." He said Emerson's color set production would be resumed when a satisfactory 21-inch tube is available. He said this should be some time in the early part of 1955. While Mr. Abrams did not elaborate on his statement, a spokesman indicated Emerson soon would release further details of its color tv plans. The firm first introduced its color receiver, housing a 15-inch color tube, in September 1953.

Mr. Abrams spoke at a special meeting of representatives of investment trusts, banks and insurance companies at the offices of Hayden, Stone & Co., New York.

He said "contrary to popular anticipation and to the views voiced by some members of the industry," he could not see color tv becoming an important factor next year because of continued high prices for receivers and failure to provide color programming on a substantial and sustained basis. He said it would not be until 1956 before color tv plays a vital role in the electronics industry.

Mr. Abrams hailed 1955 as the "introductory year for transistorized receivers" and predicted that within two or three years, the majority of radio and tv sets would contain transistors in place of vacuum tubes. He said radios with transistors will be introduced next year and perhaps some tv receivers. These radios, he noted, will be more compact and audible, and more economical to operate on their own power.

In general, he noted, the future of tv and air conditioning as industries is optimistic. His optimism extended to Emerson's aim to attain a strong position in both, referring the financial representatives to the firm's Six Year Plan that has a $300 million annual sales objective.

Friday night Mr. Abrams spoke at the Waldorf-Astoria in New York where in a joint-ceremony via a two-way electronics hook up between Rehovoth, Israel, and New York, the Benjamin Abrams Electronic Labs in the Weizmann Institute of Science, Israel, was dedicated [B•T, Nov. 29].

At the dinner, Mr. Abrams predicted that electronics would become the world's largest industry within two decades. Doors of the new laboratories were opened in Israel as a result of an electronics impulse started in New York by Mr. Abrams.

Hazardous Occupation

COMMENT from Dr. Albert Einstein that if he could live his life over again he would choose the occupation of plumber, recalled for Orrin E. Dunlap Jr., RCA vice president of press relations and institutional advertising, a similar anecdote in the life of Brig. General David Sarnoff, RCA-NBC board chairman. When Gen. Sarnoff began his electronics career in 1906, wireless was, to most people, only a fantastic dream. When neighbors inquired about the type of work her son was engaged in, Mrs. Sarnoff, embarrassed, would reply "wireless." Neighbors were confused and Mrs. Sarnoff lacked a complete explanation of the "mystery." "What shall I tell them?" she asked her son. "Well, mother," said young David, "just tell them I'm a plumber laying pipes in space." Mr. Dunlap adds: "Gen. Sarnoff has been 'plumbing' in space ever since."

Retired A. F. General Heads RCA Defense Projects Group

MAJOR GENERAL William L. Richardson, U. S. Air Force (ret.), has been appointed manager of Defense Projects Coordination, Engineering Products Div., RCA, Theodore A. Smith, vice president and general manager of the division, revealed last week. Gen. Richard-

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FM

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The foremost national and local advertisers use WEVD year after year to reach the vast
Jewish Market
of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"
Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

son will be responsible for the overall coordination of the division's military programs and for policy planning which affects government-business operations.

The new RCA executive, who retired from military service last July, served as commander of the Air Force Missile Test Center, Patrick Air Force Base, Fla., from 1950 until his retirement. During World War II, he was commanding general of the Air Defense Command of the Ninth Air Force in Europe.

Construction of Tv Equipment Begun by New Fleetwood Corp.

FLEETWOOD CORP., a new firm which will engage in the production and supply of tv equipment for studios, remote and closed-circuit work, is to have its main manufacturing and development organization at 1037 Custer Drive, Toledo, Ohio, according to John W. McGee, company president and former general manager of the Willys Motors Inc. electronics division.

MR. McGEE

The company plans to produce a complete tv package including both camera and transmitter and expects to have regional showings of its products early next year.

A. R. Bitter will be consulting engineer and educational sales head and Homer Humiston will have the position of chief engineer. Both men held similar positions with Willys.

DuMont Announces New Video Monitor Package

ALLEN B. DUMONT Labs, Instrument Div., announced last week it is placing on the market an "inexpensive" video-signal monitor, primarily for use in tv broadcasting, which is made available by "packaging" the DuMont type 325 tv line selector and 327 cathode-ray oscillograph.

A DuMont spokesmen pointed out that virtually any cathode-ray oscillograph becomes a tv broadcast monitor when used in conjunction with the line selector, but said the monitoring performance of such a set-up "is necessarily limited by the characteristics of the oscillograph." He added that for these reasons these two new instruments "were designed to complement each other for use as a package in television work."

RCA Announces New Line Of Electron Receiving Tubes

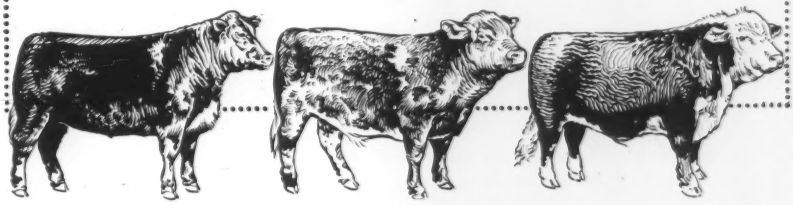
RCA's Tube Division last week announced a new line of electron receiving tubes which it described as "important to the efficient operation of a 21-inch home color television receiver."

It also announced as commercial products, six types of specially developed electronic components for the deflection and convergence of the three electron beams in the company's 21-inch color tv picture tube.

Lee Holleran, general marketing manager of the division, said the tubes and components are available to set manufacturers. Of the tubes—a beam power tube for use as a horizontal-

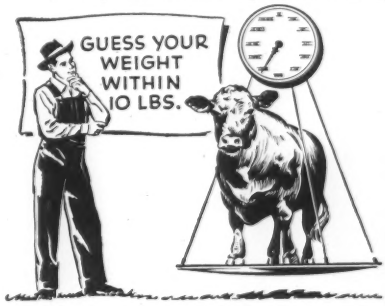
QUICK QUIZ for BEEFEATERS

If you know the answers, you are qualified to converse (or argue) with authority in the company of visiting cowboys, eminent economists or the waiter who serves you your steak.



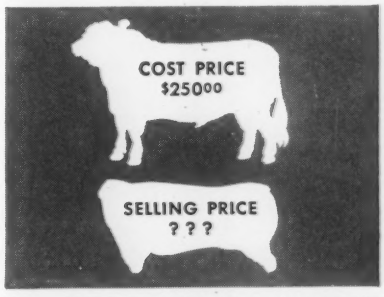
Q. Which steer will make choice grade beef?

A. The grade of the meat can't be established definitely until *after* the steer is dressed. But to be a buyer for a meat packing plant you'd have to be able to judge not only what the grade will be, but the meat yield within 1%.



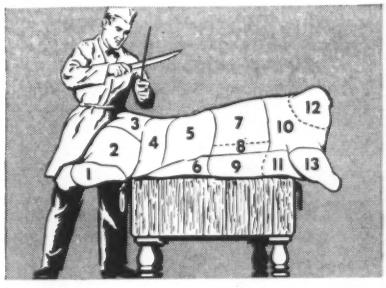
Q. How many pounds of beef in a 1000-lb. steer?

A. Dressing percentage varies from one animal to another but on the average, a steer that weighs in at 1000 lbs. "shrinks down" to 600 lbs. of dressed beef. A steer that brings 25¢ per lb. *on the hoof* (for example) actually costs the packer about 40¢ per lb. *for the beef.*



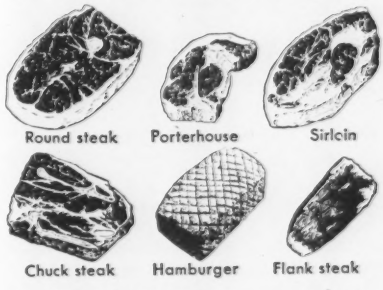
Q. If the meat packer pays $250 for a steer, what can he expect to get for the dressed beef?

A. $250 or less. Meat packers frequently sell the beef for less than they paid for the animal on the hoof. Overhead costs and profit must come from recovery and sale of by-products, such as hides for leather, glands for medicine.



Q. Where does sirloin steak come from?

A. On the side of beef pictured, the sirloin section is No. 4. Only about 8% of a side of beef is sirloin. There is over 5 times as much pot roast, stew meat and hamburger in a side of beef.



Q. Which is the best steak for broiling.

A. Opinions differ, but if you name Porterhouse as your first choice, remember there are only a few cuts of Porterhouse on a 300-lb. side of beef. That's why it naturally costs more.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

deflection amplifier; a sharp-cutoff beam triode for application as a shunt voltage regulator, and a half-wave vacuum rectifier for use as a damper diode—Mr. Holleran said they are designed specifically with operating characteristics that match circuit requirements of the RCA 21-inch color kinescope. He described the six components available as: a deflecting yoke; two types of dynamic-convergence inductor packs; a converging magnet assembly; a horizontal-output and high-voltage transformer, and a vertical-deflection-output transformer.

Three New Offices Opened By Mycalex Corp. of America

MYCALEX Corp. of America, Clifton, N. J., producer of glass-bonded mica products used in radio and television equipment, has announced the opening of new sales offices in Los Angeles, Chicago, and Minneapolis.

Kenneth V. Tindall will manage the Pacific Sales Div., 5657 Wilshire Blvd., Los Angeles, which covers California, Oregon, Washington, Utah, Idaho, Montana, Wyoming, Colorado, New Mexico, Arizona and Nevada.

Leslie F. Thompson was named manager of the Chicago branch, 6677 N. Northwest Highway, serving Illinois, Iowa, Indiana and Eastern Wisconsin.

D. A. Schultz heads the Minneapolis office, 801 S. E. 8th St., servicing Minnesota and Western Wisconsin.

Stromberg-Carlson Dividend

DIVIDEND of 56¼ cents per share on 4½% convertible preferred stock has been declared by the board of directors of Stromberg-Carlson Co., Rochester. Dividend is payable Jan. 1 to stockholders of record at close of business Dec. 15. The board also declared a dividend of 40 cents per share on common stock payable Dec. 31 to stockholders of record Dec. 15.

Raytheon Starts New Plant

RAYTHEON MFG. Co. started construction last week on a new $1.5 million electronics laboratory for engineering and research at Wayland, Mass., near Boston. When completed, the building will have 150,000 sq. ft. of floor space, according to Charles F. Adams Jr., Raytheon president.

GE Shifts Phase to Clyde, N.Y.

ENGINEERING and the manufacture of General Electric germanium rectifiers and diodes will be centered at GE's Clyde, N. Y., plant, H. Brainard Fancher, general manager of germanium products, said last week. He said engineering design and development of rectifiers and diodes will be transferred from Electronics Park in Syracuse to the Clyde plant. At the same time, James E. Kiester, GE's manager of engineering for germanium products, announced the appointment of Raymond A. York as manager of germanium diode and rectifier engineering.

MANUFACTURING PEOPLE

Alexander Kidd elected vice president, Stewart-Warner Corp. (radio-tv sets), Chicago.

J. J. Clark, Admiral, U.S.N. (ret.), appointed vice president, Radio Receptor Co., Brooklyn.

MR. CLARK

Frank G. Mullins Jr., formerly with Electronics Div., Westinghouse Electric, Corp., Baltimore, appointed manager of engineering and special counsel for Fairchild Recording Equipment Co., N. Y., **Robert G. Marshall,** chief engineer, Fairchild Recording, promoted to head recently established new product development group.

Paul G. O'Friel appointed director of labor relations, broadcasting div., Allen B. DuMont Labs, N. Y.

Fred L. Gordon, former advertising production manager, Necchi-Elna Sewing Machine Co., N. Y., named to newly-created position of advertising production manager, CBS-Columbia, Long Island City, N. Y.

E. Gordon Burlingham appointed to newly-created position, sales service manager, CBS-Hytron, Danvers, Mass.

Lou Smith appointed factory representative, Amperex Electronic Corp., Hicksville, L. I., N. Y., for metropolitan areas of Chicago and Milwaukee.

THE LATEST WCKY STORY

In Cincinnati—LOOK Before You Buy

	Share of Audience	Open ¼ hour Daytime Rate	Power
WCKY	**21%**	**$60.00**	**50,000 watts**
Sta A	14	70.00	250 watts
Sta B	27	80.00	5000/1000 watts
Sta C	13.5	263.50	50,000 watts
Sta D	17	60.00	5000 watts

* Pulse, Sept.-Oct., 1954
** Standard Rate & Data, Nov., 1954

For Audience, Cost and Power Invest your ad dollars WCKY-s-ly

WCKY Cincinnati

CBC Sets Rate Increases For Tv Network Stations

RATE INCREASES for Canadian tv network stations, effective Jan. 1, have been announced by the Canadian Broadcasting Corp. at Toronto. Network rates on CBC-owned stations are up from 5 to 10%, and independent stations have had their network rates upped on CBC network. Advertisers are given protection to June 30, 1955, for the rates in force since Oct. 1, 1954. Total of 13 tv stations are affected by these new rate increases.

CBC stations affected are CBLT (TV) Toronto (with the highest Canadian tv rate of $950 an hour Class A time), CBOT (TV) Ottawa, CBMT (TV) and CBFT (TV) Montreal, CBWT (TV) Winnipeg, and CBUT (TV) Vancouver. Independent stations affected are CJCB-TV Sydney, CKCO-TV Kitchener, CFPL-TV London, CKLW-TV Windsor, CFQC-TV Saskatoon, CHCT-TV Calgary and CFRN-TV Edmonton.

Egyptian Proposes Use of Tv To Lessen Nation's Illiteracy

A PROPOSAL for using tv to attack illiteracy in Egypt, said to total about a third of its 22 millions of people, was advanced in New York last week by Mrs. Doria Shafik, lecturer, woman suffragist and a leading feminist in Egypt.

Mrs. Shafik, on a lecture tour, said that upon her return to Egypt soon she would present her proposal, which includes construction of a $10 million, six-station tv network, to the Egyptian Government. She said her program, already discussed with American tv engineers, calls for stations in Alexandria, Tanta, Cairo, Benesovef, Mineh and Assout. Reading and writing instructions would be telecast an hour daily over the network which would be financed by the Government. Telecasts would be received at several thousand "social centers" around the country. Mrs. Shafik's idea was a result of impressions in her U. S. travels in which she noted the possibilities of tv to reduce her country's high percentage of population that neither reads nor writes.

CBC-CARTB Talks Presage Spot Announcement Change

CHANGES in Canadian Broadcasting Corp. regulations regarding the number of spot and flash announcements in any one hour are expected as a result of discussions between CBC officials, including board chairman A. D. Dunton and General Manager J. A. Ouimet, and representatives of the Canadian Assn. of Radio & Television Broadcasters.

CARTB representatives asked that CBC regulation 7 (2) be changed to permit independent stations to average their daily number of spot and flash announcements, rather than the present limit of a set number per hour. Further meetings within the CBC are to be held on the subject, to be followed by more discussions between CARTB and CBC.

New Frankfort-Main Office Opened by A. C. Nielsen Co.

GERMAN and international clients will receive retail food and drug sales reports from a new office opened by A. C. Nielsen Co. in Frankfort-Main to serve West Germany, the market research firm announced Nov. 26.

The company's seventh foreign affiliate will be designated A. C. Nielsen G. m. b. H., with

headquarters at Hassengasse 25 in Frankfort-Main, and will include another office in Lucerne, Switzerland. The company will operate under Justin Power, a director of A. C. Nielsen Co. Ltd., Oxford, and under general supervision of Dr. E. L. Lloyd, vice chairman of the British outlet and executive vice president of the parent company in Chicago.

New German office opening marks the eighth country in which the Nielsen service has been set up, including the U. S.

New Market Reports Planned

NEW series of radio and television reports will be issued monthly for three major Canadian markets, Toronto, Montreal and Vancouver, by International Surveys Ltd., Toronto. The surveys will combine radio-tv reports on panels of homes in these three markets with reports for daytime, late evening and Sunday listening and viewing. The reports will show audience flow to and from programs, unduplicated audiences of two or more programs, audience characteristics and other features. The reports are to be published monthly under direction of Paul Haynes, president of International Surveys Ltd., and Peter R. Culos, vice president and radio-tv director.

Baker, Canadian Adman, Dies

HOWARD F. BAKER, 50, vice president of Baker Adv. Agency, Toronto, died on Nov. 27 at his Toronto home after two heart attacks, caused by the excitement of watching on television final Canadian Grey Cup football game. Mr. Baker was born and educated at Toronto and for the past 31 years has been with the advertising agency founded by his father. Mr. Baker was a past president of the Canadian Advertising Agency Assn. He is survived by his wife, two daughters and two brothers. One brother, W. R. Baker, is president of the agency.

Strike Hampers CBHT (TV)

DESPITE a strike in the steel industry which has delayed erection of the 500-ft. RCA wavestack antenna for CBHT (TV) Halifax, the ch. 3 station plans to go the air with a temporary antenna before Christmas, according to W. E. S. Briggs, Canadian Broadcasting Corp. director of the Maritime Region.

INTERNATIONAL PEOPLE

M. M. Schneckenburger, advertising manager, Distillers Corp.-Seagrams Ltd., Montreal, to Joseph E. Seagram & Sons Ltd., same city, as vice president.

R. W. McGall, director of radio, CBL and CJBC Toronto, to CBLT (TV) Toronto, as program director, succeeding **Robert Allen** who returns to former post, director of tv drama production, Canadian Broadcasting Corp. tv program headquarters, Toronto; **John Kannawin,** supervisor of radio presentations, CBC, to CBL and CJBC as acting director.

Larry Glover to CKCK-TV Regina, Sask., as production manager; **Lloyd Westmoreland,** formerly with CKOC Hamilton, Ont., to CKCK-TV as sales manager; **William Rees** to station as promotion director; **Lloyd J. Saunders** to station as sports director; **Jim McLeod** to CKCK-TV as news director; **Rita Spicer** to station as women's director; **E. A. Strong** and **Alex White** to CKCK-TV as chief engineer and assistant engineer respectively.

new
TEST INSTRUMENTS for COLOR TV

TYPE 1106
VIDEO SWEEP GENERATOR

- High Output
- Flat Frequency Response
- Stable Keyed Carrier Markers
- Low Harmonic Distortion
- 75-ohm Internal Impedance
- Ten Marker Frequencies*

$500.00 FOB Plant
(*Markers $10 ea. add'l)

specifications

RF OUTPUT:
2.0 V max. p-p from 75-ohm source into 75-ohm load.
ATTENUATION:
0 to 63 db in 3, 10, 20 and 20 db steps plus 10 db variable.
SWEEP WIDTH:
6.5 mc.
MARKERS:
Keyed pulse-type markers on RF output; 0.01% accuracy; available externally, either polarity adjustable for Z axis modulation.
SAWTOOTH:
Locked to line frequency for horizontal sweep of oscilloscope.

TYPE 2123
CHROMATRAN

- High Output (0.2 volts peak-to-peak)
- Low Incremental Amplitude and Differential Phase Distortion
- Sound-Picture Carrier Difference Maintained within 1000 Cycles
- Available for any VHF Channel
- Video Modulating Signal DC-Restored
- Adjustable Sound-to-Picture Carrier Ratio

$600.00 FOB Plant

specifications

FREQUENCY:
Any single specified VHF Channel.
PICTURE-CARRIER ACCURACY: 0.005%.
SOUND-CARRIER ACCURACY:
4.5 mc ±1000 cps above picture carrier frequency.
INTERMODULATION DISTORTION (920 KC BEAT):
Better than 50 db below maximum picture carrier level at maximum modulation.
SOUND CARRIER MODULATION:
INTERNAL: at least ±25 kc deviation, 400 cycles.
EXTERNAL: Deviation sensitivity ±25 kc per volt. Maximum deviation ±50 kc.

Complete instrument catalog available on request.

TIC
Tel-Instrument Co. Inc.
728 GARDEN STREET, CARLSTADT, NEW JERSEY

SAG WOULD NARROW FILM, LIVE RATE GAP

Guild will ask minimum wage for each commercial made with payment at time services are performed.

FURTHER information on Screen Actors Guild demands in forthcoming negotiations with film producers in tv commercial and program fields [B•T, Nov. 22] was revealed last week by John L. Dales, SAG national executive secretary, in the monthly *Intelligence Bulletin* issued to members and the press.

In addition to general wage increases for film commercials, SAG will ask that actors be paid at least Guild minimum "for each and every commercial made in a day or a session," with payment at the time services are performed. SAG intends to bring film commercial rates "more closely in line with live commercial rates," Mr. Dales commented.

Guild also will seek to "tighten up" provisions in the present contract regarding editing privileges and to extend contract coverage to commercials filmed abroad. The tv film commercial contract expires March 1, 1955.

To eliminate the present producer practice of hiring actors for leading roles at minimum rates in tv entertainment films, Mr. Dales will seek both minimum increases and establishment of a "sliding scale" system of minimum payments. Elaborating on "sliding scale," he told members that, for example, different rates would prevail for minor roles with only a few lines than for more important parts.

The Guild will no longer agree to second runs for tv entertainment films without residuals to actors involved, the national secretary stated. Stressing that the financial condition of the tv industry has "improved greatly" since negotiation of the current contract, which permits first and second showings of such films for actors' initial salary payment, Mr. Dales stated, "The actor, at present, is giving away a second run of great value to the sponsor who shows it." The tv entertainment film contract expires July 20, 1955.

Also in the *Bulletin*, SAG officials revealed they have been discussing with H. R. Landon, U. S. Immigration and Naturalization Service district director, importation of foreign actors. In a published letter to SAG, Mr. Landon said, in part:

"The prospective employer who wishes to import an alien actor should be required to certify that the compensation to be paid to the alien's work here is sufficient to justify the phrase of the law, 'service of an exceptional nature requiring such merit and ability.' In our considered opinion, the compensation should be at least $1,500 a week. In this connection, we understand the New York district office . . . now requires that a non-resident alien must receive at least $1,500 for one performance in live tv in order to qualify under the "distinguished merit and ability' clause. Actors' salaries on live tv are somewhat lower than in theatrical motion pictures. It would also seem that the prospective employer should certify that the alien actor he wishes to import is to play a *starring or featured* (Mr. Landon's emphasis) role and not one which ordinarily would be played by a resident professional actor . . ."

Hollywood producer Bernard Tabakin and the syndicated tv film series *China Smith* are no longer on the SAG unfair list, the *Bulletin* further revealed. Guild has reached an agreement with Mr. Tabakin on residual payments due actors from previous series films and actors are now receiving payments, Guild officials said.

Two additional Cleveland film companies, Coleman Motion Pictures and Reynold & Howe Film Assoc., have refused to sign SAG contracts and are on the Guild unfair list, union officials noted. Griswold-Eshleman Co., Cleveland advertising firm, has signed the Guild code, leaving Foster & Davies Inc. the only one of 46 area agencies on the unfair list, according to the *Bulletin*.

SAG financial surplus for the period ended Oct. 31 reached $656,251, despite the fact that the year's operating expenses exceeded the income from dues and initiation fees by $9,323. However, the *Bulletin* states, "substantial" income from other sources, including $38,261 from dividends, interest and profits on investments, and $19,645 in damage settlements from employers in union security breaches, helped erase the deficit.

While Hollywood membership declined slightly, SAG has gained 225 members in other cities, raising the total of paid-up members from 8,213 last year to 8,370 this year.

Supervisors Strike Dropped

THE MONTH-long strike by Script Supervisors Guild against the Alliance of Television Film Producers has been called off as a result of meetings held under the auspices of the Hollywood AFL Film Council. Negotiations are to be resumed and "both parties are confident that mutual areas of understanding will be reached," according to a joint statement. The strike, which featured no picket lines, followed ATFP's refusal to grant the film industry-wide 5% wage increase.

duPont Awards

DEADLINE

December 31 is the final date for forwarding presentations in support of nominations for the 1954 radio and television awards of the Alfred I. duPont Awards Foundation.

Presentations should be addressed to the Curator, Alfred I. duPont Awards Foundation, Washington and Lee University, Lexington, Virginia.

AT GRAND OPENING of Northwest Radio & Television School's new Hollywood branch, W. A. Sawyer (l), NRTS president, explains the various training programs offered by the school to Clifford Gill of Clifford Gill Agency, Los Angeles, and Mrs. Gill. The new school, located at 1440 N. Highland in a space formerly occupied by ABC, has been completely renovated and furnished with $27,000 worth of radio-tv equipment.

Chicago Museum to House WTTW (TV) Headquarters

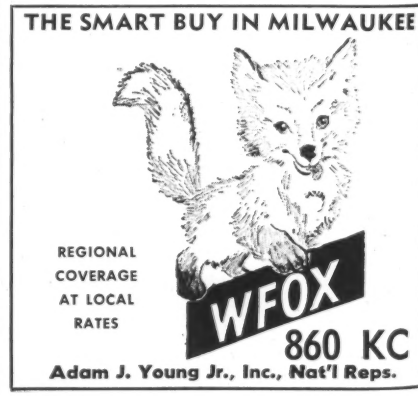
CHICAGO's forthcoming non-commercial educational station will be located in the city's Museum of Science and Industry when it goes on the air sometime in 1955.

The Chicago Educational Television Assn., permittee of WTTW (TV), on ch. 11, reported it had signed a three-year pact with the museum, headed up by Maj. Lenox Riley Lohr, onetime NBC president, covering studios and office space. Announcement was made Tuesday by Dr. John W. Taylor, executive director of CETA.

The museum will set aside about 13,000 square feet for two studios, a master control room, a film studio and executive offices in its east wing. WTTW also will use a theatre in the west wing of the building, located on the shoreline of Chicago's south side. Theatre is equipped with coaxial cable.

Mesics Addresses RCA Grads

COMMENCEMENT exercises were held last week for 197 graduates of RCA Institutes Inc., New York, radio technical training school. Among the graduates were students from 10 foreign countries as well as the U. S. Members of the fall term class have completed courses in radio-tv broadcasting, servicing, advanced technology and radiotelegraph operating. Commencement address was delivered by Emil A. Mesics, director of personnel, RCA International Division.



PAUL BUNYAN STATION

PAUL BUNYAN, for the past two years the advertising symbol of WCCO Minneapolis-St. Paul, is traveling to agencies and advertisers in a sheath of ad reprints of the station, symbolizing his bigness as WCCO's bigness. The nine Paul Bunyan ads, reprinted from leading broadcasting industry publications, all plug the station's largeness in some degree. They are contained in a yellow folder titled "Bigger than Bunyan," which includes a message from Larry Haeg, general manager of the station, who says " . . . *only* WCCO Radio has the power and coverage to bring you gigantic sales in the rich four-state Northwest."

EDUCATIONAL SERIES

RUTGERS U.'s educational tv series on WATV (TV) Newark, N. J., has been deemed a success by the school, as it reviewed its first year of telecasting. During its beginning year in which the programs featured were concerned with art, mathematics, conservation, geography, entomology and languages, the shows received a total of 3,824 letters from interested listeners.

KDKA CHICAGO FARM REPORTS

DAILY broadcasts from the International Livestock Exposition and the National 4-H Club Congress from Chicago were featured on the *Farm Hour* of KDKA Pittsburgh Nov. 29 through Dec. 3 by Homer Martz, the station's agricultural director. The special Chicago reports were presented through the cooperation of the Producers Livestock Cooperative Assn. of Pittsburgh, an organization which provides marketing and related services to livestock men of the Tri-State area. The reports consists of interviews with KDKA area exhibitors at the show and 4-H Club members who are winners of state and national awards and special features dealing with the two meetings.

WRC-TV 'SHADOW STUMPERS'

WRC-TV Washington, D. C., is featuring a five-minute each weekday night *Shadow Stumpers* program in which the shadow of some familiar object is flashed on a screen and the audience is required to identify the object before a buzzer sounds. Each program features a special shadow puzzle for which home viewers who send in correct identifications will be awarded $25 savings bonds.

TWO WAVE CONTESTS

WAVE Louisville, Ky., is conducting two contests simultaneously to provoke listener interest in the station. Twenty-five portable radios are being given away to the listeners called at random who are able to identify the voice of the WAVE or NBC star which is being broadcast on station identifications throughout the day. Listeners also are being encouraged to write letters of 25 words or less for a radio-tv-phonograph combination or one of two resort vacations.

KSTV BOOTH

MORE than 10,000 visitors registered at the both of KSTV Stephenville, Tex., during the Stephenville Centennial. The station moved its United Press teletype to the celebration, and all news, weather and feature programs were originated from the booth. KSTV also gave away radios at the event and provided icewater to the visitors.

WBPZ COVERS FIRE

COMPLETE, on-the-scene coverage of a $1.5 million fire Nov. 21 was carried by WBPZ Lock Haven, Pa., Harris Lipez, general manager, has reported. Mr. Lipez made nine 15-minute newscasts between 5:30 p.m. and midnight from a store across the street from the fire, which destroyed a half-block section in the

Ampex 600

"OUR BEST PORTABLE RECORDER YET"

says Richard Parks, Asst. Chief Engineer, ABC, San Francisco

"This new Ampex 600 really fills a need. We like it. It's light. It's compact. And its fidelity and timing accuracy leave nothing to be desired. Now no matter how important the program material, we can send the 600 out after it. The results that come back are as good as we could have recorded inside our studio on Ampex 350s. For program protection the 600's third head is an excellent feature. The engineer monitors as he records. There's no guesswork. The recording is always right."

"The photo shows Bill Adams, our farm reporter. He has made extensive use of the 600 for farm interviews.

NOW THERE'S AN AMPEX FOR EVERY BROADCAST NEED

The new 600 completes the Ampex line. In any station it's an ideal portable, and for many it's an all purpose machine. The Ampex 600 fits limited space and limited budgets, but does an unlimited job. Base price is $498. In portable case it's $545. The Ampex 620, a portable amplifier-speaker unit in matching case is a superb quality monitoring unit, usable inside or out; price is $149.50.

The Ampex 350 is the versatile broadcast studio machine. It has a remote control plug-in, two speeds, 10½-inch reels, easy editing and quick accessibility for service. Its durability defies time and hard usage.

Ampex 350

Bulletins on the low cost Ampex 600, the versatile 350, the 450 eight-hour reproducer and the Ampex Tape Duplicator are available on request. Write today to Dept. D-1881

AMPEX CORPORATION

Signature of Perfection in Sound

934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

Distributors in principal U. S. cities;
Canadian distribution by the Canadian General Electric Company.

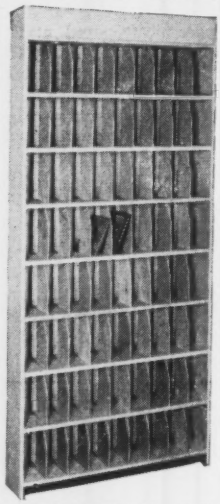
BROADCASTING 1-5 P.M. DAILY
WCKY MOBILE STUDIO
1530 ON YOUR DIAL
The L.B. Wilson Station
VEE JAMES 2:05 - 2:30 P.M.
REX DALE MOS. 2:00 - 3:00 - 5:00 P.M.

VEE JAMES, women's editor of WCKY Cincinnati, and Rex Dale, conductor of *Make Believe Ballroom* over that station, stand beside WCKY's mobile unit when it was taken to the new six-million-dollar Western Hills Plaza Shopping Center in Cincinnati Nov. 15-20 to broadcast its formal opening. The 3,000-car parking lot of the center was filled each afternoon with people who came to inspect the 31 stores in the project and see WCKY personalities. The station originated its entire afternoon schedule from there during that period.

45 45 45 45 45 45 45 45 45

MR. STATION OWNER:

Here is our answer to your problem,



WHERE TO PUT 45's

FOR 45's

Model GS0736 Shown

Model GS0724 - 24" wide - $69.50
Model GS0736 - 36" wide - $79.50
Model GS0748 - -48" wide - $89.50

Prices include Crating & Freight

ALSO CABINETS FOR ALL OTHER SIZES OF RECORDS

Freight prepaid by motor truck anywhere in U. S. A.

5% Discount if Check Accompanies Order

Wire or Write - Phone Service Not Available

GRINNAN FIXTURE CO.
MINERVA, OHIO

47% of all remote control systems in use are rust systems.

* NARTB survey of September 15, 1954.

the rust industrial co., inc.
608 WILLOW STREET,
MANCHESTER, N. H.

heart of town. The store's telephone was connected to the station's beep system. WBPZ interrupted its regular schedule for the fire coverage broadcasts. Feeds were made to WRAK Williamsport and to AP and UP news services.

'NBC TRAVEL BUREAU'

NBC Radio began a new program, *NBC Travel Bureau*, Nov. 20 (7-7:05 p.m. EST) and Nov. 21 (10:30-35 p.m. EST), serving as a twice-weekly clearing house for listeners who are prospective vacationers abroad. Horace Sutton, travel expert and author of a syndicated travel column appearing in the *Saturday Review* and various travel books, conducts the program, answering questions on methods of travel, expenses, budgets, sights to see, places to eat and even the amount of tip for a porter or rickshaw driver.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Dec. 8 (10-11 p.m.): *Best of Broadway*, "The Philadelphia Story," Westinghouse Electric Co. through McCann-Erickson.

Dec. 14 (9-9:30 p.m.): *Meet Millie*, Carter Products through Sullivan, Stauffer, Colwell & Bayles.

Dec. 19 (9-9:30 p.m.): *Fred Waring Show*, General Electric Co. through BBDO.

Dec. 23 (8:30-9:30 p.m.): *Shower of Stars*, "Christmas Carol," Chrysler Corp. through McCann-Erickson.

Dec. 25 (4:30-5 p.m.): *Holy Night* (sustaining).

Dec. 26 (5-6:30 p.m.) *Omnibus*, Aluminum of Canada and Scott Paper Co. through J. Walter Thompson, Norcross Co. through Abbott Kimball.

Dec. 30 (12:45-1 p.m.): *Guiding Light*, Procter & Gamble Co. through Compton Adv.

NBC-TV

Dec. 9 (9:30-10 p.m.): *Ford Theatre*, "Charley C. Co.," Ford Motor Co. through J. Walter Thompson.

Dec. 13 (8-9:30 p.m.): *Producer's Showcase*, "Dateline," Ford Motor Co. and RCA through Kenyon & Eckhardt.

Dec. 16 (9:30-10 p.m.): *Ford Theatre*, Ford Motor Co. through J. Walter Thompson.

Dec. 18 (9-10:30 p.m.): *Max Liebman Presents*, "Babes In Toyland," Oldsmobile Div. General Motors Corp. through D. P. Brother & Co.

Dec. 23 (9-9:30 p.m.): *Dragnet*, Liggett & Myers Tobacco Co. through Cunningham & Walsh.

Dec. 23 (9:30-10 p.m.): *Ford Theatre*, Ford Motor Co. through J. Walter Thompson.

Dec. 30 (9:30-10 p.m.): *Ford Theatre*, Ford Motor Co. through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B•T.]

CHCH-TV WOMEN'S SHOW

CHCH-TV Hamilton, Ont., has started an afternoon women's program, *The Teddy Foreman Show*, between 1:30 and 2:30 p.m., Mondays through Fridays. It includes such features as decorating tips, interviews, fashions, hobbies and household hints. A guest chef daily prepares a main dish on the kitchen portion of the show. A special section of the program featuring Christmas decorations is being telecast during December.

SMOKE-EATING ANNOUNCER

WHEN a fire broke out in the Mohican Hotel, which houses the studios of WNLC New Haven, Conn., John Leffingwell, announcer at the station, broadcast a running account of the blaze while it burned around him. Mr. Leffingwell was airing a local news summary when the fire occurred, breaking out on the main floor and shooting up to WNLC's second floor studios. He continued his broadcast, giving a description of the hotel's evacuation and the progress of the fire fighting. Mr. Leffiingwell, who had to shut off his microphone intermittently to cough from the heavy smoke, later was relieved by the station news staff. Damage to WNLC's studios was heavy, but all of the engineering equipment was intact, and the station continued on the air.

'RUTH LYONS FLIGHT'

EIGHTY-FOUR young men joined the "Ruth Lyons' Flight" when the WLWT (TV) Cincinnati personality staged a drive to aid Air Force recruitment in the area. The campaign, which was plugged between Nov. 11, Veteran's Day, and Nov. 25, Thanksgiving, was expected to recruit only 60 persons, and thus far has exceeded Air Force expectations. WLWT believes this is the first time an Air Force flight has been named for a tv personality.

WLOS-TV SET COUNT

COMPARISON by counties of the circulation of the *Asheville* (N. C.) *Citizen-Times* and the tv set count of WLOS-TV Asheville in the newspaper's circulation area has been prepared by the station. In the 20-county report, the families and tv sets of each and the paper's daily and Sunday circulation of each are compared side-by-side. The chart shows the station's total 20-county set count to be 50,923, based on a Nov. 1 report of the A. C. Nielsen Co. The paper's circulation, from the Sept. 20 ABC Audit Reports, is 54,997 daily and 49,887 on Sundays.

WJAG HOSPITAL PROGRAM

AN ANNIVERSARY has been celebrated by WJAG Norfolk, Neb., for a program which has been produced and directed by patients of the State Mental Hospital in Norfolk for the past 23 years. In 1931, Art Thomas, then manager of WJAG, happened to attend a musical show staged by the hospital, and decided to help it in producing a series of programs. Since then, the 15-minute musical and recreational therapy show has been aired continuously two Sundays a month. Mrs. Louis Young, director of music for the program, reports the series "has achieved nation-wide recognition among mental state hospitals" since its inception and believes it is the only continuous show of its type in the country.

KITE MAILING PIECES

AMONG the latest promotional mailing pieces of KITE San Antonio, Tex., are a plastic strainer and a hot pot holder. The strainer, made to fit the top of a cocktail shaker, car-

ried the sales admonition, "Don't strain your nerves—don't strain your eyes. Just relax and listen to Radio KITE, half past nine on any dial." The pot holder carries the kite emblem of the station with the "half past nine" (930 kc) reminder.

KGW EDITORIAL PROGRAM

NEW weekday program expressing the editorial opinions of KGW Portland, Ore., on public issues has been inaugurated by the station to answer " . . . a real need for clear, unafraid thinking on the part of radio as a respected member of this community." KGW reports long and careful planning preceded the show's debut, with the groundwork being laid by the formation of an editorial advisory board composed of local leaders to serve as a guide to the station's own editorial board in determining the issues and topics of the program. The board also serves as a resource of persons in widely varying fields for the editorial writer of the program. A "Backtalk" section is included in the program, expressing listener reaction to the public issues. The project is supervised by Thomas D. Rishworth, assistant manager of KGW.

PLANT DEDICATION COVERAGE

WKBR, WFEA, WMUR-AM-TV, all Manchester, N. H., and WBZ-TV Boston carried the dedication ceremonies of the Insuline Corp. America building in Manchester. The company supplies about 2,000 different electronics, radio, tv and radar parts to private industry and the armed forces.

HOT SHOTS PARTY

THE HOT SHOTS, WTMJ-AM-TV Milwaukee western music group, celebrated their second anniversary with a five-hour party attended by 2,500 paying admirers at the largest ballroom in the city. Also featured at the party were entertainers who had appeared on The Hot Shots shows.

WHBC HOSTS FOOTBALL BANQUET

CITATIONS were presented to local football stars at the 10th annual High School Football Awards Banquet with WHBC Canton, Ohio, as host. Individual players, the most valuable player and the coach of the year all were selected for honors by the coaches of the county. Of the 117 people at the banquet, 44 were high school football players and the rest were school officials, coaches and sponsors of WHBC sports programs.

FOUR NEW WBAP-TV SHOWS

WBAP-TV Fort Worth, Tex., has instituted a program schedule which provides four new shows Monday through Friday. From 11 a.m. to noon, *Texas Living*, a women's show, is being presented, the station reports. At 12, Neal Jones, station personality, emcees *The Jones Place*, a low-pressure variety program, until 12:45 p.m. *Curtain Call*, featuring cartoons and movies, is presented from then until 2 p.m. *Tricks and Treats*, a children's program highlighted by cartoons, a film serial and magic tricks, is the fare from 4:30-5:30 p.m.

'SHERIFF SCOTTY' HONORED

PENNY, nickel and dime contributions from the young fans of *Sheriff Scotty*, KLZ-TV Denver, were donated for the purchase of an electric clock engraved with a note thanking the show's star, Ed Scott, for his contributions in the fight against juvenile delinquency. The presentation was made by a judge of the Denver Juvenile Court on behalf of the boys of the YMCA and the school children of the city.

Station Authorizations, Applications

(As Compiled by B • T)

November 24 through December 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Oct. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,623	532	122
CPs on air	4	26	†309
CPs not on air	126	10	150
Total on air	2,627	558	431
Total authorized	2,753	568	578
Applications in hearing	137	2	167
New station requests	166	3	17
New station bids in hearing	76	0	151
Facilities change requests	130	14	17
Total applications pending	663	99	159
Licenses deleted in Oct.	1	5	0
CPs deleted in Oct.	0	1	6

*** Does not include noncommercial educational fm and tv stations.**
† Authorized to operate commercially.

* * *

Am and Fm Summary through Dec. 1

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,637	2,637	136	163	76
Fm	561	539	34	6	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	263	316	579[1]
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	292	115	407
Noncommercial on air	5	3	8

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	939	337	727	530	1,258[2]
Educational	55		28	27	55[3]
Total	994	337	755	557	1,311[4]

[1] **One hundred-thirteen CPs (21 vhf, 92 uhf) have been deleted.**
[2] **One applicant did not specify channel.**
[3] **Includes 33 already granted.**
[4] **Includes 612 already granted.**

ACTIONS OF FCC

New Tv Stations . . .

APPLICATIONS

Wailuku, Hawaii—Hawaiian Bcstg. System Ltd. (KGMB-AM-TV Honolulu, KHBC Hilo, Hawaii), vhf ch. 3 (60-66 mc); ERP 1.49 kw visual, 0.9 kw aural; antenna height above average terrain 5,960 ft., above ground 74 ft. Estimated construction cost $24,435, first year operating cost $21,000, revenue $30,000. Post office address 1534 Kapiolani Blvd., Honolulu. Studio location 1534 Kapli Kapiolani Blvd., Honolulu. Transmitter location Kolekole Hill, Haleakala Crater, Hawaii. Geographic coordinates 20° 42' 41" N. Lat., 156° 15' 35" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall, Southmayd, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include Pres. **J. Howard Worrall;** Vice Pres.-Gen. Mgr. **C. Richard Evans;** Treas. **K. C. Wong,** and Vice Pres.-Sec. **Elmer R. Davis.** Programs will originate in KGMB-TV studios. Filed Nov. 26.

Anderson, Ind.—Great Commission Schools Inc., uhf ch. 61 (752-758 mc); ERP 24.44 kw visual, 12.22 kw aural; antenna height above average terrain 339.6 ft., above ground 370.5 ft. Estimated construction cost $71,000, first year operating cost $120,000, revenue $150,000. Post office address 204 Tower Bldg., Anderson. Studio and transmitter location to be determined. Geographic coordinates 40° 06' 18" N. Lat., 85° 01' 01" W. Long. Transmitter and antenna RCA. Consulting engineer A. R. Bitter, Toledo, Ohio. Principals include Pres. **Paul E. Billheimer;** Sec.-Treas. **Jenny Billheimer,** and **Edwin D. Messerschmidt.** Applicant is owner of Civic Bcstg. Corp., licensee of WCBC Anderson, is a nonprofit organization. Applicants proposes to buy all the equipment antenna and tower of WBKZ-TV Battle Creek, Mich., for $44,000. Filed Nov. 22.

APPLICATION DISMISSED

Logansport, Ind.—Logansport Bcstg. Corp. FCC dismissed bid for new tv station on ch. 10 as this channel is not assigned to Logansport. Dismissed Nov. 19.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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Existing Tv Stations . . .

ACTIONS BY FCC

WSUN-TV St. Petersburg, Fla.—City of St. Petersburg granted mod. of CP for ch. 38 to change ERP to 245 kw visual, 132 kw aural; antenna height above average terrain 460 ft. Granted Nov. 26; announced Nov. 30.

WDAK-TV Columbus, Ga.—Tv Columbus granted mod. of CP for ch. 28 to change ERP to 206 kw visual and 121 kw aural. Granted Nov. 23; announced Nov. 30.

KCKT (TV) Great Bend, Kan.—Central Kan. Tv Co. granted STA to operate commercially on ch. 2 until May 3, 1955. Granted Nov. 19; announced Nov. 30.

WFMZ-TV Allentown, Pa.—Penn-Allen Bcstg. Co. granted STA to operate commercially on ch. 67 for the period ending Jan. 29. Granted Nov. 24; announced Nov. 30.

APPLICATIONS

KVAR (TV) Mesa, Ariz.—KTAR Bcstg. Co. seeks mod. of CP for ch. 12 to change ERP to 31.3 kw visual and 15.7 kw aural. Filed Nov. 29.

WMIE-TV Miami, Fla.—Storer Bcstg. Co. seeks mod. of CP to change from ch. 27 to ch. 23 contingent on grant of assignment of WMIE-TV to Storer. Filed Nov. 23.

WOKY Milwaukee, Wis.—Bartell Bcstrs. Inc. seek mod. of CP for ch. 19 to change ERP to 225 kw visual, 131.5 kw aural; transmitter location to Schroeder Hotel, Wisconsin Ave., between 5th & 6th, Milwaukee; antenna height above average terrain 573 ft. Application is contingent on grant of assignment of CP to CBS. Filed Nov. 23.

STATION DELETED

KPIC-TV El Centro, Calif.—William R. Ross & W. G. Ross d/b as Valley Empire Telecasters. FCC deleted tv station on ch. 16 for lack of prosecution. Deleted Nov. 18.

New Am Stations . . .

ACTIONS BY FCC

Colorado Springs, Colo.—Music Bcstg. Corp. granted 740 kc, 250 kw daytime. Post office address % John L. Buchanan, 445 Krameria Street, Denver 20, Colo. Estimated construction cost $9,368.49, first year operating cost $36,000, revenue $48,000. Principals include **John L. Buchanan,** secretary-treasurer KTLN Denver, Colo., president (100%); **Stella W. Buchanan,** housewife, vice president; **James W. Buchanan,** sales representative, KTLN, and owner, photography business, secretary-treasurer. Granted Dec. 1.

Adel, Ga.—Robert A. Davis, W. M. Forshee and W. T. Scott d/b as Cook County Bcstg. Co. granted 1470 kc, 1 kw daytime. Post office address % Robert A. Davis, 1301 10th St., S.W., Moultrie, Ga. Estimated construction cost $26,160, first year operating cost $30,761, revenue $55,000. Principals include **Robert A. Davis,** communications supervisor, Spence Field, Moultrie, Ga., station manager and chief engineer (30%); **W. M. Forshee,** banker and car dealer, general partner (35%); **W. T. Scott,** lumber and car dealer, general partner (35%). Granted Dec. 1.

Mt. Vernon, Ind.—Henry C. Sanders & Norman Hall d/b as Mt. Vernon Bcstg. Co. granted 1590 kc, 500 w daytime. Estimated construction cost $21,466, first year operating cost $25,000, revenue $40,000. Principals include **Henry C. Sanders** (75%), 75% owner WBNL Boonville and WBTO Linton, Ind., and **Norman Hall** (25%), 25% owner WBNL and WBTO. Post office address % Henry S. Sanders, Boonville. Subject to condition that permittee accept any interference that may be caused by operation of proposed Rollins Bcstg. Inc. in pending application for new am station on 1590 kc 5 kw daytime. Granted Dec. 1.

Morehead, Ky.—W. S. Sample, Robert S. Bishop, Claude L. Clayton, Roy Cornette d/b as Morehead Bcstg. Co. granted 1330 kc, 1 kw daytime. Post office address % W. S. Sample, Morehead. Estimated construction cost $20,680, first year operating cost $40,000, revenue $50,000. Principals in equal partnership include **W. S. Sample** (25%); **Robert S. Bishop** (25%); **Claude L. Clayton** (25%), and **Roy Cornette** (25%). Granted Nov. 24.

Pocomoke City, Md.—Walter F. Harris Jr. granted 1470 kc, 1 kw daytime. Post office address Box 269, Fredericksburg, Va. Estimated construction cost $27,595, first year operating cost $36,000, estimated revenue $42,000. Applicant is manager of station WFVA Fredericksburg, Va. Granted Dec. 1.

Laurel, Miss.—Carroll F. and D. N. Jackson d/b as American Southern Bcstrs. granted 1430 kc, 1 kw daytime. Post office address 118 W. Kingston St., Laurel. Estimated construction cost $3,900, first year operating cost $20,000, revenue $35,000. Principals include **Carrol F. Jackson** (1/2), pastor, and **Dr. D. N. Jackson** (1/2), president of Conway (Ark.) Baptist College. Granted Nov. 24.

Reno, Nev.—Thompson Magowan, Frederick V. Jones & James W. Harford d/b as Magowan, Jones & Harford granted 1450 kc, 250 w unlimited. Post office address 211 South 15th St., Las Vegas. Estimated construction cost $13,656, first year operating cost $20,120, revenue $35,000. Principals include **Thompson Magowan** (1/3), manager KBMI Henderson, Nev., and publisher of magazine *Las Vegas & Your Host;* **Frederick V. Jones** (1/3), wholesale electronics parts jobber, and **James W. Harford** (1/3), also wholesale electronics parts jobber. Granted Nov. 24.

The Dalles, Ore.—Radio Mid.-Columbia Inc. granted 1300 kc 1 kw daytime. Post office address % Chester J. Stuart, 2nd & Liberty Sts. Granted Nov. 24.

Wellsboro, Pa.—Farm & Home Bcstg. Co. (WFRM Coudersport, Pa.) granted 1570 kc, 250 w daytime. Post office address % John A. Fay, WFRM Coudersport, Pa. Estimated construction cost $6,197, first year operating cost $24,000, revenue $28,000. Principals include President **Cary H. Simpson** (48%); Vice President **John A. Fay** (4%), and Secretary-Treasurer **Vesta B. Smith** (4%). Granted Nov. 24.

Memphis, Tenn.—Tri-State Bcstg. Service granted 1430 kc 1 kw daytime, directional. Post office address % Sam C. Phillips, 706 Union Ave. Granted Dec. 1.

APPLICATIONS

Sulphur, La.—James A. West Jr., Elgie M. Risinger, Delvin R. White d/b as Southern Bcstg. Co., 1310 kc, 500 w daytime, directional. Post office address % J. A. West, 102 East Elm St., El Dorado, Ark. Estimated construction cost $22,721, first year operating cost $32,400, revenue $42,000. Principals in general partnership include **J. A. West Jr.,** 1/3 partner KDMS El Dorado; **E. M. Risinger,** dept. store employe, and **D. H. White,** student at radio school. Filed Nov. 22.

Mifflintown, Pa.—Lewiston Bcstg. Co. (WMRF-WLTN (FM) Lewiston, Pa.), 1220 kc, 250 w daytime. Post office address 5 West Market St., Lewiston. Estimated construction cost $6,600, first year operating cost $24,000, revenue $30,000. Principals include Pres.-Treas. **J. S. Woods** (37 1/2%); **T. W. Metzger** (12 1/2%), and **Marjory W. Matthews** (25%). Filed Nov. 26.

Cameron, Tex.—Milton F. Brown Jr., 1330 kc, 500 w daytime. Post office address 112 East First St., Cameron. Estimated construction cost $19,249, first year operating cost $35,000, revenue $35,000. Mr. Brown is sole owner and publisher of *The Cameron Herald.* Filed Nov. 22.

APPLICATION AMENDED

Oxnard, Calif.—J. Claude Warren, Paul E. Wilkins & J. Q. Floyd d/b as Pacific Bcstrs. amend bid for new am station on 1520 kc 250 w unlimited, directional day and night to specify 1220 kc daytime, directional. Filed Nov. 23.

New Albany, Miss.—Vernon K. Wroten & Wynez Wroten d/b as New Albany Bcstg. Co. amend bid for new am station on 1580 kc 250 w daytime to specify 1470 kc 500 w. Filed Nov. 26.

Existing Am Stations . . .

ACTIONS BY FCC

WMLT Dublin, Ga.—Dublin Bcstg. Co. granted CP to change from 1340 kc to 250 w unlimited to 1330 kc 1 kw daytime. Granted Nov. 24.

WSUI Iowa City, Iowa—State U. of Iowa granted permission to reduce hours of operation from unlimited to a minimum of 6 hours daily from Dec. 20 through Jan. 1, in order to observe U. vacation period. Granted Nov. 22; announced Nov. 30.

WHIL Medford, Mass.—Conant Bcstg. Co. granted CP to change from 500 w daytime to 1 kw daytime on 1430 kc. Granted Nov. 24.

WALD Walterboro, S. C.—Walterboro Bcstg. Co. granted CP to change from 1490 kc 250 w unlimited to 1220 kc 1 kw daytime. Granted Dec. 1.

KWIE Kennewick, Wash.—KWIE Inc. granted CP to change from 1 kw unlimited, directional night to 5 kw, unlimited, directional day and night on 610 kc. Granted Nov. 24.

KBRC Mt. Vernon, Wash.—Beckley Radio Co. granted CP to change from 500 w unlimited, directional night to 500 w night, directional, 1 kw day, unlimited on 1430 kc. Granted Dec. 1.

APPLICATIONS

WJKO Springfield, Mass.—Springfield Bcstg. Co. seeks CP to change from employing directional to non-directional on 1600 kc and to change transmitter and studio location to 567 Shaker Rd., East Longmeadow, Mass. Filed Nov. 23.

WKMH Dearborn, Mich.—WKMH Inc. seeks CP to change nighttime power from 1 kw to 5 kw on 1310 kc. Filed Nov. 23.

KWOR Worland, Wyo.—Joseph P. Ernst seeks CP to change from 1490 kc to 1340 kc. Filed Nov. 29.

Existing Fm Stations . . .

ACTION BY FCC

KSON-FM San Diego, Calif.—KSON Bcstrs. granted mod. of CP to change ERP to 14 kw; antenna height above average terrain 14 ft. Granted Nov. 23; announced Nov. 30.

KWOS-FM Jefferson City, Mo.—Capital Bcstg. Co. granted mod. of license to reduce ERP to 3.1 kw. Granted Nov. 22; announced Nov. 30.

WTAM-FM Cleveland, Ohio—National Bcstg. Co. granted CP to change ERP to 3.7 kw; transmitter location to Parma, Ohio; antenna height above average terrain to 900 ft. Granted Nov. 22; announced Nov. 30.

STATIONS DELETED

WCOV-FM Montgomery, Ala.—Capitol Bcstg. Co. granted request to cancel license and delete fm station on ch. 233. Deleted Nov. 22; announced Nov. 30.

WBZ-FM Boston, Mass.—Westinghouse Bcstg. Co. granted request to cancel license and delete fm station on ch. 225. Deleted Nov. 22; announced Nov. 30.

WBZA-FM Springfield, Mass.—Westinghouse Bcstg. Co. granted request to cancel license and delete fm station on ch. 246. Deleted Nov. 22; announced Nov. 30.

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Ownership Changes . . .

ACTIONS BY FCC

KRDO-AM-TV Colorado Springs, Colo.—Pikes Peak Bcstg. Co. granted voluntary transfer of control from Joseph H. Rohrer to William J. Gregory, Harry C. Roth and Harry W. Roth through sale of 50.3% interest for $24,500 plus cancellation of $13,000 note due Mr. Gregory. Purchasing group will now own approximately 86% interest. Granted Dec. 1.

WMT-TV Cedar Rapids, Iowa—American Bcstg. Stations Inc. granted assignment of license and CP to WMT-TV Inc. through sale of 100,000 shares of $1 par value common voting stock. President is William B. Dolph. Granted Dec. 1.

KCOM Sioux City, Iowa—KCOM Bcstg. Co. granted voluntary assignment of license to a partnership d/b as Siouxland Bcstg. Co. for $120,000. Principals in the partnership include **William F. Johns Jr** (90%), 51% owner WOSH Oshkosh, Wis.; **W. F. Johns Sr.** (3½%), president-9% owner WSPT Stevens Pt., Wis., pres.-70% owner WSHB Stillwater, Minn., and 17% owner WOSH; **Patricia Johns** (3½%), and **Penrose H. Johns** (3½%), treas.-5% owner WSHB and 17% owner WOSH. Granted Dec. 1.

KOFO Ottawa, Kan.—James M. Jobes & Herbert M. Jobes d/b as Ottawa Bcstg. Co. granted voluntary assignment of license to Roderick B. Cupp and his wife Edwina W. Cupp d/b as Ottawa Bcstg. Co. for $40,000. Mr. Cupp is sales employe of KMBC-AM-TV Kansas City. Granted Nov. 24.

WJPD Ishpeming, Mich.—Ishpeming Bcstg. Co. granted involuntary transfer of control to Olive E. Deegan (51%), executrix of the estate of James P. Deegan, deceased. Granted Nov. 24; announced Nov. 30.

WMIN-AM-FM St. Paul, Minn.—WMIN Bcstg. Co. granted assignment of license to Franklin Bcstg. Co. for $75,000. Franklin Bcstg. is owned by William F. Johns and family, owners of WOSH Oshkosh, Minn. Granted Dec. 1.

WWOK Charlotte, N. C.—O. L. Freeman, J. L. Friedman and Paul Jones d/b as Queen City Bcstg. Co. granted voluntary assignment of CP to Rounsaville of Charlotte Inc. Robert W. Rounsaville, owner of WQXI-AM-TV Atlanta, Ga.; WLOU-WQXL-TV Louisville, Ky.; WCIN-WQXN-TV Cincinnati, WBAC Cleveland and 51% owner WBEJ Elizabethton, Tenn., pays $3,000 for 10% interest and receives 50% interest for managing the station. Granted Nov. 24.

WLOK-AM-TV Lima, Ohio—WLOK Inc. granted transfer of control to Northwestern Ohio Bcstg. Corp. through sale of all stock for $750. Northwestern Ohio is owner of WIMA-AM-TV Lima. On condition that the sale not to be consummated prior to the surrender of license of WLOK and CP for WIMA-TV. Granted Dec. 1.

WHYL Carlisle, Pa.—Richard Field Lewis Jr. granted voluntary assignment to Richard F. Lewis Jr. Inc. of Carlisle. No consideration as purpose is to incorporate proprietorship. Granted Nov. 22; announced Nov. 30.

WAYZ Waynesboro, Pa.—Richard Field Lewis Jr. granted voluntary assignment of license to Richard F. Lewis Jr. Inc. of Waynesboro. No consideration as purpose is to incorporate proprietorship. Granted Nov. 22; announced Nov. 30.

WSIG Mt. Jackson, Va.—Richard Field Lewis Jr. granted voluntary assignment of license to Richard F. Lewis Jr. Inc. of Mt. Jackson. No consideration as purpose is to incorporate proprietorship. Granted Nov. 22; announced Nov. 30.

WINC-WRFL (FM) Winchester, Va.—Richard Field Lewis Jr. granted voluntary assignment of license to Richard F. Lewis Jr. Inc. of Winchester. No consideration as purpose is to incorporate proprietorship. Granted Nov. 22; announced Nov. 30.

KJR Seattle, Wash.— Mt. Rainer Radio & Tv Bcstg. Corp. granted transfer of control from Theodore R. Gamble and C. Howard Lane to John F. Malloy and Lester M. Smith through sale of all interest for $150,000. Mr. Malloy is owner of KVSM San Mateo, Calif. and 10% owner of KROY Sacramento. Mr. Smith is manager of KVSM. Granted Nov. 24.

APPLICATIONS

KCMJ Palm Springs, Calif.—Palm Springs Bcstg. Co. seeks voluntary assignment of license to Palm Springs Bcstg. Corp. for $130,000. Principals include Pres.-Treas. **David H. Margolis** (100%), minority stockholder WONE Dayton, Ohio. Filed Nov. 22.

KFSD-AM-FM-TV San Diego, Calif.—Airfan Radio Corp. seeks voluntary assignment of license to parent corporation KFSD Inc. Filed Nov. 23.

KUKI Ukiah, Calif.—Marguerite E. Sims executrix of the estate of Bartley T. Sims, deceased seeks voluntary assignment of license to Marguerite E. Sims (100%), sole heir to the estate. Filed Nov. 22.

WWCO Waterbury, Conn.—The Mattatuck Bcstg. Co. seeks voluntary assignment of license to New England Bcstg. Corp. for $67,500. Principals include Pres. **Lawrence Brandon** (2½%), importing and exporting; Vice Pres.-Treas. **Carol D. Brandon** (85%), and Vice Pres.-Sec. **Morris H. Bergree** (12½%), attorney and sec.-stockholder WTBO-AM-TV Cumberland, Md. Filed Nov. 26.

WSIR Winterhaven, Fla.—Citrus Belt Bcstrs. Inc. seeks voluntary assignment of license to Tom Moore, Lawrence A. Rollins, L. Orden Craig, Henry L. Jollay & Nellie H. Fowler d/b as Radio Station WSIR. No consideration involved as principals retain identical percentage of ownership. Filed Nov. 24.

WMIE-TV Miami, Fla.—WMIE Inc. seeks assignment of CP for ch. 27 to Storer Bcstg. Co. for $35,410. Filed Nov. 19.

WGAC Augusta, Ga.—Twin States Bcstg. Co. seeks voluntary relinquishment of control by Millwee Owens & G. R. Boswell through purchase of ⅓ interest by A. D. Willard Jr. for $45,000. Mr. Willard is pres.-general manager of WGAC. Filed Nov. 23.

WGBA Columbus, Ga.—L. H. Christian & C. A. McClure d/b as Christian & McClure seek voluntary assignment of license to WGBA Inc. No consideration involved as partners retain identical interests. Filed Nov. 22.

KFNF Shenandoah, Iowa—Capitol Bcstg. Co. seeks involuntary transfer of control to Ethel S. Abbott, LeRoy Abbott & Arthur J. Abbott, executors of the estate of C. J. Abbott (47%), deceased. Filed Nov. 17.

WNEM-TV Bay City, Mich.—North Eastern Mich. Corp. seeks assignment transfer of negative control by Saginaw Bcstg. Co. (WSAM-AM-FM Saginaw, Mich.) to Gerity Bcstg. Co. through sale of ⅓ interest for $155,000. Gerity Bcstg., owner of WABJ Adrian and WPON Pontiac, both in Michigan, will now be sole owner. Filed Nov. 22.

KWNO-AM-FM Winona, Minn.—Maxwell H. White seeks voluntary assignment of license to Maxwell H. White, Edward M. Allen & H. R. Hurd d/b as Winona Radio Service through sale of 10% interest based on net worth of the company. Filed Nov. 22.

WJEL Springfield, Ohio—Champion City Bcstg. Co. seeks voluntary transfer of control to R. Stanley Lucas, William E. Bailey and Robert L. Yontz through sale of all stock by George R. Walker for $20,000 cash and assumption of liabilities. Principals include **R. Stanley Lucas** (⅓), attorney; **William E. Bailey** (⅓), attorney, and **Robert L. Yontz** (⅓), WJEL salesman. Filed Nov. 24.

WSTV-TV Steubenville, Ohio—WSTV Inc. seeks assignment of CP for ch. 9 to Columbia Bcstg. System for $3 million. Filed Nov. 19.

WUSN-AM-TV Charleston, S. C.—Southern Bcstg. Co. seeks voluntary relinquishment of control by J. D. Hastie, S. C. Hastie & C. N. Hastie Jr. through issuance of 40% interest in new treasury stock to local Evening Post Pub. Co., former licensee of WTMA-AM-FM there. Filed Nov. 22.

KRBC-AM-TV Abilene, Tex.—Reporter Bcstg. Co. seeks voluntary assignment of license to Lewis J. Ackers, Sybil Ackers, Dale Ackers & Jack Andrews d/b as Abilene Radio & Tv Co. No consideration involved as change is from corporation to partnership with each principal retaining ¼ interest. Filed Nov. 26.

KCOH Houston, Tex.—Call of Houston Inc. seeks voluntary transfer of control to Robert C. Meeker through sale of all stock for $86,000. Mr. Meeker is pres.-general manager of the station. Filed Nov. 26.

KFST Ft. Stockton, Tex.—Clyde E. Thomas & George T. Thomas d/b as Ft. Stockton Bcstg. Co. seek voluntary assignment of license to Clyde E. Thomas through purchase of ½ interest from G. T. Thomas for $1,500. Clyde E. Thomas will now be sole owner. Filed Nov. 22.

KANG-TV Waco, Tex.—Central Tex. Tv Co. seeks assignment of CP for ch. 34 to Texas Bcstg. Co. for $115,000 and assumption of $19,000 indebtedness. Texas Bcstg. is owner of KTBC-AM-TV Austin, Tex. Filed Nov. 22.

WVVM-AM-FM-TV Fairmont, W. Va.—Fairmont Bcstg. Co. seeks voluntary transfer of control to Donn D. Baer through sale of 75% interest for $72,500. J. Patrick Beacom retains 25% interest. Mr. Baer is owner-manager of Donn D. Baer Auditing Service Co., Cincinnati. Filed Nov. 22.

WRCO Richland Center, Wis.—Richland Bcstg. Corp. seeks voluntary transfer of control to Hala B. Peebles through sale of all stock for $75,000. Hala B. Peebles is employe for local A. H. Krouskop Co. Filed Nov. 24.

Hearing Cases . . .

FINAL DECISION

WEBK Tampa, Fla.—FCC granted the application of Hillsboro Bcstg. Co. to change operation of WEBK Tampa, Fla., from 1590 to 1300 kc, continuing with 1 kw power, daytime only, but with directional antenna and engineering conditions; denied mutually exclusive application of Gulf Beaches Bcstg. Co. for a new station at St. Petersburg Beach, Fla., to operate on 1310 kc, 1 kw, D., DA. Chairman McConnaughey not voting. Action Nov. 24.

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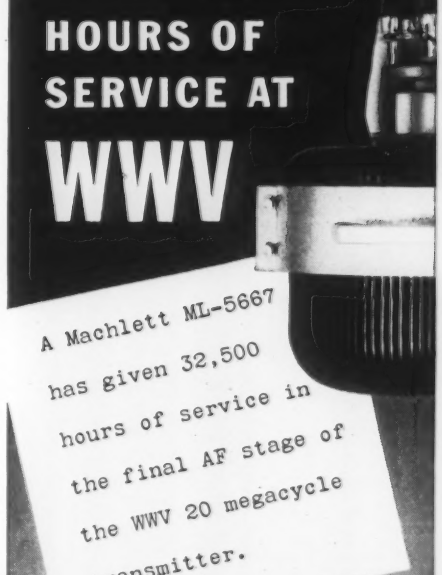

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OTHER ACTIONS

Greenwich, Conn.—By Memorandum Opinion and Order the Commission granted petitions of the Chief of its Broadcast Bureau and WHOM Jersey City, N. J., and revised the issues in the proceeding involving application of Greenwich Bcstg. Corp. for new am station at Greenwich, Conn., to operate on 1490 kc, 250 w, U; further ordered that, after conclusion of the hearing, the hearing examiner issue an initial decision. Action Nov. 24.

Miami-Hollywood-Ft. Lauderdale, Fla.—FCC by Memorandum Opinion and Order, denied request of WINZ and WMFL-TV Miami-Hollywood, Fla., for temporary stay of Special Temporary Authorization granted Oct. 21 to WFTL-TV Fort Lauderdale, Fla., to operate on ch. 23 at a new transmitter site with 195 kw ERP and antenna height of 856 ft., pending determination of pending protest. Action Dec. 1.

Tv Assignments—Proposed Rule Making. FCC gave notice of proposed rule making to add and reserve for non-commercial educational use the following channels in Michigan: ch. 11 Alpena; ch. 49 Escanaba; ch. 25 Houghton; ch. 74 Kalamazoo, and ch. 35 Marquette. Comments are due on or before Dec. 23 and replies 10 days later. Action Nov. 24.

Houston-Galveston, Tex.—FCC by Memorandum Opinion and Order denied request of Gulf Television Co. (KGUL-TV), ch. 11, Galveston, Texas, that the Commission postpone the effective date of Nov. 17 grant of STA to Houston Consolidated Tv Co. to commence commercial operation of station KTRK-TV, ch. 13, Houston, pending consideration of and action on pleadings by KGUL-TV. Chairman McConnaughey not voting; Comr. Doerfer dissenting and Comr. Hennock concurring in result. Action Nov. 24.

5 Kw Uhf Transmitters—By Report and Order the Commission withdrew its proposed rule making of March 11 to require uhf television stations to employ transmitters with a rated power of at least 5 kw and terminated this proceeding. Action Nov. 24.

Routine Roundup . . .

November 24 Decisions

TV & AM BROADCAST ACTIONS

The Commission en Banc

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WARA Attleboro, Mass.; WHOW Clinton, Ill.; WGTM Wilson, N. C.; WADE Wadesboro, N. C.; WMAP Monroe, N. C.; WEEB Southern Pines, N. C.; WRCS Ahoskie, N. C.; WSJS Winston-Salem, N. C.; WSSC Sumter, S. C.; WTIK Durham, N. C.; WMFD Wilmington, N. C.; WCNC Elizabeth City, N. C.; WEYE Sanford, N. C.; WFMO Fairmont, N. C.; WIAS Jacksonville, N. C.; WSAT Salisbury, N. C.; WTOB Winston-Salem, N. C.; WWNC Asheville, N. C.; WCRE Cheraw, S. C.; WOIC Columbia, S. C.; WTND Orangeburg, S. C.; WFVG Fuquay Springs, N. C.; WACA Camden, S. C.; WDNC Durham, N. C.; WFNC-AM-FM Fayetteville, N. C.; WFNS (FM) Burlington, N. C.; WGNI Wilmington, N. C.; WGTL Kannapolis, N. C.; WGWR (FM) Asheboro, N. C.; WHCC Waynesville, N. C.; WHKP Hendersonville, N. C.; WISP Kinston, N. C.; WJMX Florence, S. C.; WJRI Lenoir, N. C.; WLBG Laurens, S. C.; WLON Lincolnton, N. C.; WPAQ Mount Airy, N. C.; WRRF Washington, N. C.; WRRZ Clinton, N. C.; WSYD Mount Airy, N. C.; WTNC-AM-FM Thomasville, N. C.; WTSB Lumberton, N. C.; WWGP (FM) Sanford, N. C.; WEWO-AM-FM Laurinburg, N. C.; WKFM-AM-FM Roanoke Rapids, N. C.; WNAO (FM) Raleigh, N. C.; WWIT Canton, N. C.; WTMA Charleston, S. C.; WTYC Rock Hill, S. C.; WUSC (FM) Columbia, S. C.; WVOT Wilson, N. C.; WSRC Durham, N. C.; WMSN Raleigh, N. C.; WNNC Newton, N. C.; WSIC-AM-FM Statesville, N. C.; WUSN Charleston, S. C.; WMYB Myrtle Beach, S. C.; WORG (FM) Orangeburg, S. C.

SSA

Extended special service authorizations of the following stations until Feb. 28, 1955:

WNYC New York, N. Y.; KFAR Fairbanks, Alaska; KWBU Corpus Christi, Tex., and WOI Ames, Iowa.

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Painesville, Ohio, Somerset Bcstg. Co.—Granted petition for leave to amend its am application (Docket 11204; BP-9358) so as to provide revised program data.

Port Arthur, Tex., Smith Radio Co.—Granted petition for extension of time to and including Nov. 24 within which a reply may be filed to oppositions for petition for clarification of issues in re tv ch. 4 (Dockets 10285, 10352).

By Hearing Examiner William G. Butts

Bay Shore, N. Y., Key Bcstg. System Inc.—Denied motion requesting that certain supplemental engineering exhibit be accepted in re application for am facilities (Dockets 10379, 11014), and said exhibit was not accepted. Also denied motion requesting extension of time for filing certain material, and said material was not accepted.

Harlingen, Tex., Harlingen Radio System—Granted motion to continue without date the hearing scheduled for Dec. 6 in re Docket 11208.

By Hearing Examiner Charles J. Frederick

Hastings, Neb., The Seaton Pub. Co.—Ordered that proposed findings in re application for tv ch. 5 be filed on or before Dec. 8 (Docket 10965).

By Hearing Examiner Herbert Sharfman

Knoxville, Tenn., Scripps-Howard Radio Inc.; WBIR Inc.—On motion by applicants, extended from Nov. 22 to Nov. 30 the time in which to reply to the "Response of Tennessee Tv Inc. to Joint Petition to Reopen Record," in re applications for ch. 10 (Docket 10512 et al.).

November 24 Applications

Accepted For Filing

Remote Control

KSO Des Moines, Iowa, Murphy Bcstg. Co. (BRC-586); KFXD Nampa, Idaho, Frank E. Hurt and Son, Inc. (BRC-587); WGPA Bethlehem, Pa., The Bethlehems' Globe Pub. Co. (BRC-584); WEMR Emporium, Pa., Elk-Cameron Bcstg. Co. (BRC-588); WAJR Morgantown, W. Va., West Virginia Radio Corp. (BRC-585). WABI Bangor, Me., Community Bcstg. Service (BRC-690); KSPR Casper, Wyo., Donald Lewis Hathaway (BRC-589).

Renewal of License

WNOG Naples, Fla., George Dewey Polly (BR-3025).

Applications Returned

WJRD Tuscaloosa, Ala., Wilhelmina Q. (Doss) Echols—Modification of license to operate transmitter by remote control from 2216½ Broad St., Tuscaloosa, Ala. (Signed by general manager.)

KLLL Lubbock, Tex., R. B. McAlister and Grady Franklin Maples d/b as McMa Agency—Voluntary assignment of license to Radio Station KLLL Inc. (1460 kc). (Assignee did not sign application).

Modification of CP

KAMD Camden, Ark., Camden Radio Inc.—Modification of construction permit (BP-9043), as modified, to make changes in the antenna system increase in height for extension of completion date. (BMP-6707).

Modification of License

WGGH Marion, Ill., George W. Dodds—Modification of license to change name of licensee to George W. Dodds tr/as Marion Bcstg. Co. (BML-1609).

WTBO Cumberland, Md., Tennessee Valley Bcstg. Corp.—Modification of license to change name of licensee to Cumberland Valley Bcstg. Corp. (BML-1608).

November 29 Decisions

Accepted For Filing

Renewal of License

WDSC Dillon, S. C., The Border Bcstg. Co. (BR-1274).

Modification of CP

KETV (TV) Little Rock, Ark., Great Plains Television Properties of Ark. Inc.—Modification of Construction Permit (BPCT-1169), as modified, which authorized new tv station to extend completion date to 6-29-55. (BMPCT-2628).

WTBO-TV Cumberland, Md., Tennessee Valley Bcstg Corp.—Modification of Construction Permit (BPCT-1146), as modified, which authorized new tv station to change corporate name to Cumberland Valley Bcstg. Corp. (BMPCT-2627).

WKNE-TV Keene, N. H., WKNE Corp.—Modification of Construction Permit (BPCT-1300), as modified, which authorized new tv station to extend completion date to 7-22-55. (BMPCT-2622).

WFPG-TV Atlantic City, N. J., Neptune Bcstg. Corp.—Modification of Construction Permit (BPCT-269), as modified, which authorized new tv station to extend completion date to 6-21-55. (BMPCT-2624).

WIBG-TV Philadelphia, Pa., Daily News Television Co.—Modification of Construction Permit (BPCT-119) as modified, which authorized new tv station to extend completion date to 11-21-55 (BMPCT-2628).

WKBT (TV) LaCrosse, Wis., WKBH Television Co.—Modification of Construction Permit (BPCT-1120) which authorized new tv station to extend completion date to 6-28-55 (BMPCT-2623).

November 30 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of November 26

Granted License

WDXN Clarksville, Tenn., Clarksville Bcstg. Co.—Granted license for am broadcast station; 540 kc, 250 w, D (condition) (BL-5519).

WDTV (TV) Pittsburgh, Pa., Allen B. DuMont Labs Inc.—Granted license covering changes in facilities of tv broadcast station and to change studio location (BLCT-244).

Actions of November 24

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WGPA Bethlehem, Pa.; WAJR Morgantown, W. Va.; KSO Des Moines, Iowa; KFXD Nampa, Idaho; KSPR Casper, Wyo.; WABI Bangor, Maine.

Actions of November 23

Modification of CP

The following stations were granted extensions of completion dates as shown: WTOP-TV Washington, D. C., to 6-15-55; WCET (TV) Cincinnati, Ohio, to 5-27-55.

Actions of November 22

WRCA New York, N. Y., National Bcstg. Co.—Granted six months' extension of authority to employ periodically during regular operation subaudible amplitude modulation not in excess of forty cycles per second. Maximum percentage of modulation not to exceed ten percent.

Granted License

KGDN Edmonds, Wash., Garden of the King Enterprises Inc.—Granted license for am broadcast station; 630 kc, 1 kw, D (BL-5517).

WADP Kane, Pa., Northern Allegheny Bcstg. Co.—Granted license covering change in frequency (BL-5511).

KAPB Marksville, La., Avoyelles Bcstg. Corp.—Granted license for am broadcast station; 1370 kc, 1 kw, D (BL-5515).

WDLP-FM Panama City, Fla., Panama City Bcstg. Co.—Granted license for fm broadcast station (BLH-803).

WHSA (FM) Madison, Wis., State of Wisconsin State Radio Council—Granted license covering changes in educational fm station (BLED-160).

Modification of CP

The following stations were granted extensions of completion dates as shown:

WDSM-TV Superior, Wis., to 6-14-55; KFXJ-TV Grand Junction, Colo., to 5-22-55; WHEN-TV Syracuse, N. Y., to 6-16-55; WAGE-TV Marquette, Mich., to 6-7-55; KGLO-TV Mason City, Iowa, to 6-14-55; KFWB Los Angeles, Calif., to 2-19-55; WICR Cruz Bay, V. I., to 5-30-55; WABJ Adrian, Mich., to 6-6-55.

KMPC Los Angeles, Calif., KMPC, The Station of the Stars—Granted extension of authority as mod. to modulate KMPC's transmitter with audio tones between 25 and 35 cycles with approx. 25% modulation in order to test a Civil Defense alerting Unit for the city of Los Angeles, for a period of 60 to 90 days from 11-15-54.

Western Network

$48,000.00

Regional station showing nice profits. Excellent market showing above average growth. A real opportunity for owner-manager to acquire quality station with low cash payment.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Phil Jackson
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
235 Montgomery St.
Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE *

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE *

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE *

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE *

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE *

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE *

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE *

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE *

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE *

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE *

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE *

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE *

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE *

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE *

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE *

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE *

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE *

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE *

J. G. ROUNTREE, JR.
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
3955 S. Broadway Sunset 9-9182
Denver, Colorado

LOWELL R. WRIGHT
Aeronautical Consultant
serving the radio & tv industry
on aeronautical problems created
by antenna towers
Munsey Bldg., Wash. 4, D. C.
District 7-2009
(nights-holidays telephone
Herndon, Va. 114)

Member AFCCE *

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities
*** 1953 ARB Projected Readership Survey**

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Service card advertising contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager, experienced in small radio station operation, needed immediately for Florida independent on east coast in profitable area. References and full background with recent photo in first letter. Box 407F, B•T.

Absentee ownership requires manager, strong on sales, for independent operation in Tennessee market. Send complete performance record, references, photograph. Box 537F, B•T.

Salesmen

Sales manager needed for established top ranking metropolitan independent in Great Lakes area. Expansion makes this opportunity available. Only those hard-workers with combined radio sales and programming experience need apply. All replies strictly confidential. Send recent photo and background details in first letter, please. Box 408F, B•T.

Aggressive, top-flight salesman for top southern network affiliated station. Salary plus commission. This is an ideal opportunity for the right man. Send all details and photo first letter. All replies strictly confidential. Box 487F, B•T.

Florida—5000 watts, CBS affiliated—top station in major Florida market needs competent salesman. Past success and excellent references required. Active account list. Three months drawing account against commissions. Direct resume Box 508F, B•T.

Aggressive salesman—excellent draw and car allowance against liberal commissions. Send full particulars and photo to KCSJ Radio, Pueblo, Colorado.

Salesmen wanted for a group of stations in the deep south that is expanding its sales organization. You can earn good money, if you have a record of successful selling. Good guaranteed base pay and liberal commission. You can select any one of four large Southern towns to work in. Write giving complete record, present earnings and references to: Jules J. Paglin, 616 Audubon Bldg., New Orleans 16, La.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

WE NEED A MANAGER

For AM Independent

The man we are looking for has a record of achievement as the Manager or Commercial Manager of a news and music station in a highly competitive market. His station has high ratings and top advertiser acceptance.

EMPLOYERS . . . .

Able executive direction is the key to station profits. Choose from a select group whose qualifications meet your requirements when management or staff vacancies exist in your organization.

HOWARD S. FRAZIER

TV and Radio Management Consultants

708 Bond Bldg.
Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Announcers

1st combo, announcing, management new 500 watt DT. Oklahoma. Box 84F, B•T.

Program minded announcers with 1st tickets. Indiana. Box 262F, B•T.

Man with a gimmick. Well known major market station wants DJ with friendly personal style plus gimmick such as singing, piano, voice, impersonations, etc. Must have good record of proven success and stable personal habits. Must be presently employed, not in a rush to change jobs, but interested in advancement. Salary open but will be more than you are now paid. Send letter only. Box 384F, B•T.

Minnesota station needs sports announcer-salesman. Must be good play-by-play announcer. Good salary plus commission. Box 437F, B•T.

Announcer-salesman: New daytime station in southwest Louisiana desires announcer-salesman with car. Salary, commission and car expenses. No drunks or floaters. Box 516F, B•T.

Somewhere west of Erie and east of Laramie there is a man who is still old fashioned and likes to work. He doesn't have long hair and he isn't theatrical. He is a sound program man who builds his programming to the needs of his audience. He is interested not only in disc shows, but in serious programs concerning public events and issues of his community and area. He is capable of organizing and working with his announcing staff and he loves to be active in community affairs. He has a good strong voice which delivers newscasts well and does well as an emcee. A 1000 watt powerful midwest independent station in a rich farm area will pay a handsome starting salary to this man accepting this challenge and if he can sell, he can augment his income even more. This is a rare opportunity on one of America's most successful independent small stations. Give full information in first letter. Write Box 521F, B•T.

Announcer or announcer-salesman, south-southwest area. All types staff work. County seat market. Box 524F, B•T.

Staff announcer, experienced, dependable on 50kw CBS affiliate in Texas. Friendly voice, strong on records. Please send tape or disc which will be returned and letter with details and photo. Box 528F, B•T.

New fm good music station in New England metropolitan center needs announcer-engineer. Full or part time. Contact Box 549F, B•T.

Experienced staff announcer for music, news station. Family man preferred. KCFH, Cuero, Texas. Phone 5-3430.

Need two combination announcer-engineers, 1st class ticket. Send tape, list experience with application. KGHF, Pueblo, Colorado.

Experienced announcer for 1kw daytime station. Must be good pop and country music disc jockey. Send tape and complete details to WDBL, Springfield, Tenn.

Morning man. Rural station near Washington, D. C. Salary commensurate with ability, experience. Rush tape, photo, resume. WKIK, Leonardtown, Maryland.

Wanted—experienced hillbilly and gospel DJ for live-wire 1000 watt daytimer, some staff announcing, must have good background professionally and personally. No drifters. Contact Jonas Bridges, General Manager, WKMT, Kings Mountain, N. C.

Announcer with first class license. No engineering. $60.00 per week. Send tape, references, WSTU, Stuart, Florida.

All-around staff announcer. Salary commensurate with ability and experience. Send photo, resume and audition on news, commercials and DJ chatter to WVSC, Somerset, Pa.

Wanted: Full staff for new 1000 watt independent combo station opening soon. Airmail complete details, past earnings to Box 87, Petersburg, Virginia.

Teacher to teach short course first phone license. State experience, education, references. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C.

RADIO

Help Wanted—(Cont'd)

Technical

Wisconsin station with tv affiliate has opening for first class operator, no experience necessary. Also opening for operator studying for license. Box 462F, B•T.

Chief engineer-combo; third class combo; copywriter; salesman. 250 indie. Send snapshot, complete background, salary requirements. KPAT, Pampa, Texas.

Experienced first class operator with some announcing ability, $75.00 per week start. Radio Station WHLN, Harlan, Kentucky.

Florida, Miami—WINZ, 50,000 watts day—10,000 watts night, requires a first class transmitter engineer. Good salary, and ideal living conditions. Highest references—prefer experience with Doherty amplifier. Full details to Rex Rand, President.

Production-Programming, Others

Good sharp girl to handle radio and tv traffic. Rocky Mountain area established metropolitan radio and television station. Send full particulars and required salary. Box 439F, B•T.

Advertising agency copywriter, man or woman, 25-35. Knowledge printed media helpful. Only top-caliber commercial writers considered. Good salary plus profit sharing. Ohio city. Box 513F, B•T.

Situations Wanted

Managerial

Experienced, mature PD interested in management opportunity. Small, medium market. Box 431F, B•T.

General manager—successfully managing small market, midwest. Desire permanency medium market. Will build your sales and station operation. Box 522F, B•T.

Hard working-selling, thoroughly experienced manager available due to sale of station. Not cheap but worth the price. $150 weekly or salary-commission. Guarantee profit. Interested in southern or western market under 50,000. Box 548F, B•T.

Salesmen

Expert in wired music business seeks connection with radio or tv. Can sell, manage, produce. If you are taking on a Musak franchise I'm your man. Box 535F, B•T.

Announcers

Basketball announcer. Excellent voice, finest of references. Seven years experience. Box 258F, B•T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 305F, B•T.

Versatile announcer; all phases of announcing; copywriting; 3rd class ticket. Box 405F, B•T.

Negro DJ, with two years of commercial. A smooth salesman. Box 430F, B•T.

Sportscaster—5 years experience play-by-play all sports desires sports minded station. Good enthusiastic voice that'll sell product, sport and self. Presently employed sports-staff-sales. College grad. Family. Air checks. Box 457F, B•T.

Announcer. 3 years experience. Good DJ, news and sports. Also play-by-play baseball, basketball, football. Reliable and hard worker. Box 463F, B•T.

Announcer. 6 years plus tv experience. Versatile, good DJ, loyal, sincere. Eastern seaboard preferred. Write Box 504F, B•T.

Announcer, negro. Real crazy jive talk, some experience, tape available. Box 509F, B•T.

Experienced staff man, DJ., news man. Trained voice. First phone. Negro. Box 510F, B•T.

Vet—single—28—travel—1 year all-around experience. Did Canal Zone baseball play-by-play—will send tape on request. Box 512F, B•T.

Midwestern Broadcasting School graduate. Mature voice, dialects. Strong news and DJ. Married, dependable. Box 514F, B•T.

Young announcer—experienced—looking for steady job. Have third class. Can run board and do markets—news—DJ. Box 515F, B•T.

Staff announcer—negro, light experience, news, commercial, DJ. Single, will travel. Tape on request. Box 525F, B•T.

RADIO

Situations Wanted—(Cont'd)

Do you want a voice that will make people remember? Then you want my high but pleasantly different voice. Recent radio school graduate, light experience and good interpretation. Photo, resume, tape. Box 526F, B•T.

News staff announcer. Ten years experience radio-tv, journalism. Capable. Box 531F, B•T.

Superior, experienced announcer available; family. Good salary, working conditions required. Box 534F, B•T.

Staff announcer, four years experience, desires small, friendly station. Permanent. Box 539F, B•T.

Recent school graduate, good news and commercials, knowledge of sports, will travel. Box 540F, B•T.

Announcer-salesman—staff announcer; college and recent radio school grad; excellent sales management background; family. Box 542F, B•T.

Announcer—1st phone—staff; copywriter; desires strong announcing, light engineering. College, recent broadcasting school grad; family. Box 543F, B•T.

Staff announcer, ambitious, pleasant approach, lively news, write copy and deliver commercials that sell. Box 546F, B•T.

I ain't the best, so I work like hell! Authoritative news, informal DJ, positive commercials. $85.00 minimum. Box 551F, B•T.

Offer 20 years experience radio and tv. Will do friendly, humorous morning show and sports for right organization. Not less than $150 guarantee. Write Box 552F, B•T.

Attention small stations. Good but limited experience. Robert Daniels, Hoopeston, Illinois.

Radio-tv announcer desires position. Six years experience. 1952 summer man at WGAR, Cleveland—50,000 watts CBS affiliate. Held over for another 1½ years as substitute for serviceman 1954 summerman at NBC's Cleveland stations, WTAM and WNBK. Member of AFTRA. Excellent references. Contact: Guy Ewing, 12951 Lake Avenue, Lakewood 7, Ohio.

Mature—young woman desires work same station. Capable all phases radio. Free to travel. Tapes—resume upon request. Hadda Fassler, 415 A Clinton Avenue, Brooklyn 38, New York.

Staff announcer, good morning man, adlib and emcee, write copy, board work. Illinois, Michigan, Indiana, Ohio. Lee Ford, 737 11th Street, N.W., Washington, D. C. Me. 8-5255.

Mature woman—capable programming and other phases of radio. Free to travel. Tape-resume on request. Hadda Fassler, 415 A Clinton Avenue, Brooklyn 38, New York.

Young woman. Experienced all phases of radio. Free to travel. Tape-resume on request. Madeline Schreiner, 415 A Clinton Avenue, Brooklyn 38, New York.

Top flight—news; play-by-play; all sports; DJ; strong on commercials. 10 years radio-tv. Married, car, draft exempt. 5 years present station. Apt. 4W, 1329 N. Astor Street, Chicago. Delaware 7-4912.

Announcers - writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

Engineer—first class license—7 years experience, desires good position as chief engineer or maintenance engineer—no announcing—available immediately. Box 451F, B•T.

RADIO

Situations Wanted—(Cont'd)

1st class phone, 1½ years experience am, fm, tv. 2 years technical school, single, car. Box 502F, B•T.

First phone—experienced equipment, maintenance, console, recording and remotes. Box 511F, B•T.

Engineer—12 years 1st phone experience construction, maintenance operation, microwave and am equipment. 37 years old. Best references. Box 518F, B•T.

Tv-am engineer-chief, supervisor or staff. Capable in any position. Years of experience. Available immediately. Box 519F, B•T.

Experienced engineer, am all phases. Tv transmitter, switcher, microwave, camera, maintenance. Permanent only. Box 523F, B•T.

Experienced chief engineer, combo, installation, maintenance, all powers, interested in investment in radio station. I can put any station in good operating condition at minimum cost in short time. 15 years experience. Box 547F, B•T.

Ten years am; one tv transmitter experience. First phone, car, 30, single, available immediately. $60 minimum. Write: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Thoroughly experienced program manager immediately available. Executive position, large market. Box 432F, B•T.

Program director, chief engineer, fine announcer—DJ. Entire staff wrapped up in one! Family man wants good permanent job with small am. Minimum $7800 yearly. Thoroughly experienced and competent. Box 438F, B•T.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Copywriter—production coordinator; presently employed 4-A advertising agency; 4 years experience radio-tv commercials; California coastal area only; references, samples of work. Box 454F, B•T.

Newsman seeks permanent connection network station. College, veteran, some experience. 24, capable. Prefer midwest. Box 470F, B•T.

Program director. Seven years experience, top-rated station, metropolitan market. Desire change. Box 477F, B•T.

50kw's worth of production, news experience. 3 years. Also handle board. Recordings. Tape editing. College grad. Box 506F, B•T.

Program director: Ten years, all phases radio. Age 33. Accent production, efficiency, quality. Good announcer, writer, salesman. Will go anywhere. College. Box 507F, B•T.

Program director-salesman for CBS or NBC station (radio or tv) in keenly competitive market. 14 years experience programming, announcing, selling, including 3 years television. College graduate, 30. Am aggressive, meticulous, conscientious. Know how to select and supervise competent personnel on limited budget. Excellent references. Seeking larger market which will offer better opportunities for earning financial advancement. Box 530F, B•T.

Newsman—experienced radio-tv. No announcing. Available January 1. Box 532F, B•T.

Talented writer. Radio school graduate. Commercial, creative ability. Preferably northeast, west. Typist, dictation. Box 544F, B•T.

Continued on next page

OPPORTUNITY AT RCA . . . FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters.

Can you qualify? You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

ENJOY RCA ADVANTAGES:
- *Top Salaries*
- *Many Liberal Company-Paid Benefits*
- *Relocation Assistance*

For personal interview, please send a complete resume of your education and experience to:

Employment Manager, Dept. Y-620
RCA Service Company, Inc., Camden 2, N.J.

Tmks. ®

RCA SERVICE COMPANY, INC.
CAMDEN 2, N. J.

TELEVISION

Help Wanted

Technical

Wanted. Experienced tv operating engineers. Pre-freeze 100 kw station wants top-notch tv operators with video switching, projection and camera experience. 1st class phone license. Good salary, other benefits. Airmail full resume your experience. Box 441F, B•T.

Experienced tv engineer for new General Electric 5 kw rig. Must do switching and maintain projectors also. Western college town of 25,000. Send full particulars, salary requirements, and photo to Box 469F, B•T.

Tv engineer for operation of progressive vhf station. Include experience and salary required in first letter. Chief engineer, WJBF-TV, Augusta, Ga.

Production-Programming, Others

Girl with executive ability. Experience in tv traffic. Superior intelligence and personality necessary. Position entails agency and network contacts as well as having complete charge of television traffic department. Starting salary $350-$400 per month. Give experience, include photo. Box 440F, B•T.

Midwestern regional vhf offers unusual opportunity for newscaster. Send resume to Box 467F,

Promotion manager, vhf station, Denver. Must have tv experience. Box 501F, B•T.

Attention all assistant promotion managers. UHF-CBS station in Pennsylvania needs man to be its one man publicity-sales-promotion department. Must be capable of writing newspaper copy, layout and point of sales displays. Offering guaranteed salary plus commission. Contact Box 503F, B•T.

Situations Wanted

Managerial

Station — commercial-sales manager with outstanding uhf success story. Put station into black with excellent return. Previous experience with local and major market vhf and radio. Proven successful managerial and sales record. Can bring experienced sales and staff personnel. Operate on low overhead. Age 35, married, college graduate. Seeking permanent location. Will accept proposition on straight percentage, stock or salary and percentage arrangement or any combination thereof. Presently employed. Box 350F, B•T.

Assistant manager. Five years supervisory experience radio-tv. Excellent record, references. Box 433F, B•T.

Producer-director worked up from cable carrier local to network shows. Former musician, photographer, actor. Presently production manager. Available due to sale of station. Box 529F, B•T.

Salesman

Syndicated radio-tv sales: Account executive with 5 years experience in syndicated radio and television sales. Have worked extensively through the south and southeast. Splendid connection with stations—agencies and clients. Now employed. Desirous of making change to either stations rep. or tv film syndication firm. Superior sales record and references. Box 527F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Puppeteer—puppet record show. One man operation. Profitable. Appealing. Details. Box 409F, B•T.

Experienced PD put two television stations on air. Immediately available for supervisory position, larger market. Box 434F, B•T.

Experienced tv continuity director desires similar position in major market. Box 435F, B•T.

Program director. Eight years experience in am's best, wishes tv programming, production, large market. Box 478F, B•T.

You'll make money with this sales-minded young man. Advertising honor graduate, N.Y.U. Training in copywriting and campaigns. Master's work in radio-tv films production. Scholastic average —A. Experienced selling to retailers. Training in public speaking. Experienced determining sales effectiveness of telecasts. Knowledge of consumers' wants and attitudes. Cash in immediately contacting this single veteran for your production staff. Box 541F, B•T.

Urgently desire tv work leading to music programming. Bachelor of Music in Theory and Composition, twelve years experience dance band and combo piano and solo Hammond. Four years choir directing. Two years wide variety organ on tv shows. College and commercial radio announcing and DJ. Details, references, tape on request. Box 545F, B•T.

Four years experience shooting and editing television films including one year newsreel work. Will gladly relocate. Marvin Barsky, 3300 Blodgett, Houston, Texas.

For Sale

Stations

Exclusive profitable tri-city 500 watts Ohio daytime independent. Retiring. Cash. Box 289F, B•T.

For sale, southern Illinois, 250 watt, independent. Box 550F, B•T.

ABC, local, metropolitan market in south. $75,-000.00. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

For sale, at a bargain, one brand new 446 ft. galvanized EMSCO type RT 27 tower, 40-lb. wind loading, to support 12 bay turnstile antenna on channels 7-13, including A-4 lighting, completely fabricated, ready to ship. Make offer. Write Box 296F, B•T.

For Sale—(Cont'd)

Gates 250C, 250 watt transmitter complete with 1240 crystal now in operation. Transmitter and tubes, $800 cash. Box 536F, B•T.

300 foot Lehigh, self-supporting, double galvanized tower suitable for tv. Design drawings available. Best offer takes it. Write or call J. Hatfield, KIRO, Seattle, Washington.

Used RCA type 250-E transmitter. Best offer before 1955 takes. KULE, Ephrata, Washington.

The following used or surplus equipment is now for sale at WCRB: Two 16" Robinson turntables for 78 and 33 in heavy plywood cabinets. One Raytheon antenna tuning unit for 1 kw. One auto-deyaire dehydrator. One new Gates tower lighting choke. Approximately 100' RG-19U coaxial cable. Two used Gray model 601 equalizers. Approximately 400 lbs. #10 soft-drawn copper wire. One WE #707 A crystal unit, 5.64575 kc for use on 92.5mc in WE 503 or 504 fm transmitter. One RCA cutting lathe with magnetic head for 16" table. One Raytheon VU panel for rackmount, including 4" illuminated meter, range switch and line selector key. One EKO tape-recorder for $3^3/_4$ IPS. One Revere tape recorder for $3^3/_4$ IPS. Make offer for shipment FOB Waltham, Mass., on any or all items to: Chief Engineer, WCRB, Waltham 54, Massachusetts.

For sale. Used $1^5/_8$" coax of various lengths. Also elbows and other fittings. WCSC-TV, Charleston, South Carolina.

WE transmitter—presently operated at 2500 kw, original 5000 kw. No reasonable offer refused. Write Bill Masi, WHBI, Newark, N. J., or call SO 3-1146.

Wanted to Buy

Stations

Pennsylvania television owner-operator still has some cash, wants return to radio immediately. East coast preferred. Confidential. Box 500F, B•T.

Have losing money station in Florida? Want to sell? Successful operator interested in am station. Confidential, you deal direct with buyer. Box 520F, B•T.

Radio property New York, Pennsylvania or New Jersey. No broker. Well financed. Details. M. LaBarr, Box 89, Elmira, New York.

Radio station, Missouri, Arkansas, Kansas, Oklahoma. Ralph Erwin, Theatre Exchange Broker, Box 811, Tulsa.

Equipment Etc.

Wanted: Used 5kw am transmitter in good condition. Please give full details and price in first letter. Box 505F, B•T.

Good fm transmitter, frequency monitor, antenna, new or used, state price and details. Box 533F, B•T.

Wanted used 5kw am transmitter and used 1kw am transmitter. Send all information and price to Box 538F, B•T.

Used 35mm television projector. State price and condition. Chief Engineer, WPIX, 220 East 42nd Street, New York 17, New York.

Miscellaneous

Tower Maintenance Co., 410 7th Avenue, N.E., Glenburnie, Md., day phone, Glenburnie 2401, night phone, Severna Park 18-J. Painting, inspection, repairing, relamping, coaxial, antenna repairs, tower erection, dismantling, emergency service. Yearly maintenance contracts.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

CANCELLATION

G. F. Roberts of KGFL, Roswell, N. M., writes:

"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at B•T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B•T and see what results we can get for you, too.

RADIO

Help Wanted

Salesman

IDEAL OPPORTUNITY

Top Southern Network station has opening for aggressive, experienced salesman. Good salary plus commission. This is a fine opportunity. If interested send all details and photo first letter. All replies will be kept in the strictest confidence.

Box 488F, B•T

Production-Programming, others

HELP WANTED!

Needed at once: Two ace promotion assistants. Company operating the top radio station and the top television station in one of the nation's biggest markets needs two assistant promotion directors. Ambitious, able young men well grounded in sales promotion are invited to send complete information to

Box 517 F, B.T

IDEA MAN

For the top copy writing position with large AM metropolitan network affiliate. Not just a writer—but someone with sense of showmanship and production who can combine clever ideas with special effects to build unusual sales approaches in transcribed spot copy. This newly created position is available immediately. Send resume and sample material to Jack Black, Radio Sales Manager, WTAR, Norfolk, Virginia.

TELEVISION

Help Wanted

TV Transmitter Technician

Immediate opening for licensed technician with minimum of one year experience, maintenance and operation of VHF transmitter. Permanent position, excellent working conditions, good pay, other benefits with new basic CBS affiliate. Maximum power, channel 5, 1179 foot tower, now telecasting network color—local color equipment on order. Drifters need not apply. Applicants must be settled, ambitious, sober and men of good character. Write or call: Chief Engineer, WLAC-TV, Nashville, Tenn.

(Continued from page 100)

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

St. Louis, Mo., 220 Television Inc.—Granted petition for extension of time to Nov. 29 within which to file a petition for review of certain rulings made by the Examiner in re proceeding for ch. 11 (Docket 8809 et al.) (Action taken 11/29).

Chief Broadcast Bureau—Granted petition for an extension of time to Nov. 29, within which replies may be filed to certain petitions in proceeding re applications of Jackson Bcstg. & Tv Corp., et al., for ch. 10 in Parma, Mich. (Dockets 11169 et al.) (Action taken 11/29).

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Wanted to Buy

Equipment

WE WANT

To buy a 10 kilowatt used FM RCA or GE transmitter. Reply to Radio Station XEAW, Box 628, Monterrey, Nuevo Laredo, Mexico.

Miscellaneous

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!
right at our fingertips for you!
CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-6385

FOR THE RECORD

Chief Broadcast Bureau—Granted petition for an extension of time to and including Dec. 6 within which to file comment to petition for reconsideration and grant without hearing filed by WGMS Bethesda, Md. (Docket 11105) (Action taken 11/23).

By Hearing Examiner Charles J. Frederick

Ordered that the submission of rebuttal exhibits and written testimony heretofore set for Dec. 10 in re applications of Westinghouse, et al., for ch. 11 in Pittsburgh, Pa., be accomplished on or before Jan. 7, 1955, and the reconvening of the hearing heretofore scheduled to occur on Dec. 15, is postponed to Jan. 17, 1955 (Dockets 8694 et al.).

By Hearing Examiner Annie Neal Huntting

By Memorandum Opinion and Order, denied request for admissions and for order to take depositions, filed by Smith Radio Co., Port Arthur, Tex., without prejudice to the right of Smith Radio to take depositions of appropriate persons, who do not give oral testimony at the hearing in re ch. 4 (Docket 10285, 10352); dismissed supplemental request filed by Smith Radio on March 24.

November 30 Applications

ACCEPTED FOR FILING

Renewal of License

WHED Washington, N. C., Pamlico Bcstg. Co.—(BR-2142).

WLAT Conway, S. C., Coastal Bcstg. Co.—(BR-1221).

Applications Returned

Fernandina Beach, Fla., Marshall W. Rowland and Carol C. Rowland d/b as Fernandina Beach Bcstrs.—CP for a new standard broadcast station to be operated on 1220 kc, with power of 250 w, Daytime hours only (Exhibits & Engineering dated after Section I).

KOOK Billings, Mont., The Montana Network—CP to make changes in the Directional Antenna pattern (Engineering not notarized).

Carrizo Springs, Texas, Ben L. Parker—CP for a new standard broadcast station to be operated on 1450 kc, with power of 250 w, Unlimited hours of operation (not notarized).

Renewal of License

WNDB-FM Daytona Beach, Fla., News-Journal Corp.—(BRH-56).

WJAX-FM Jacksonville, Fla., City of Jacksonville—(BRH-365).

WQAM-FM Miami, Fla., Miami Bcstg. Co.—(BRH-208).

Modification of CP

WMAZ-TV Warner Robbins, Ga., Southeastern Bcstg. Co.—Mod. of CP BPCT-473) as mod. which authorized new tv station extension completion date to 2-1-55 (BMPCT-2631).

KANG-TV Waco, Tex., Central Texas Television Co.—Mod. of CP (BPCT-1072) as mod. which authorized new tv station extension completion date to 6-15-55 (BMPCT-2630).

KWK-TV St. Louis, Mo., KWK Inc.—Mod. of CP (BPCT-324) which authorized new tv station for extension completion date to 3-21-55 (BMPCT-2629).

KCBD-TV Lubbock, Tex., Bryant Radio and Television Inc.—License to cover CP (BPCT-1088) as mod. which authorized a new tv station and to change description of studio & transmitter location to 5600 Ave. A, Lubbock, Tex. (not a move) (BLCT-252).

WKZO-TV Kalamazoo, Mich., Fetzer Bcstg. Co.—License to cover CP (BPCT-865) as mod. which authorized changes in facilities of existing tv station (BLCT-253).

WHAT Philadelphia, Pa., Independence Bcstg. Co.—Mod. of CP (BP-9034) as mod. which authorized change in transmitter and studio locations and side mount fm antenna on am tower for extension of completion date (BMP-6709).

Remote Control

KWNA Winnemucca, Nev., Northwest Radio and Television Corp.—(BRC-591).

WTRN Tyrone, Pa., Tyrone Bcstg. Co.—(BR-592).

Renewal of License

WWWW Rio Piedras, P. R., Frank A. Gandia—(BR-2486).

WSTA Charlotte Amalie, V. I., William N. Greer—(BR-2499).

December 1 Decisions

TV & AM BROADCAST ACTIONS

The Commission en banc

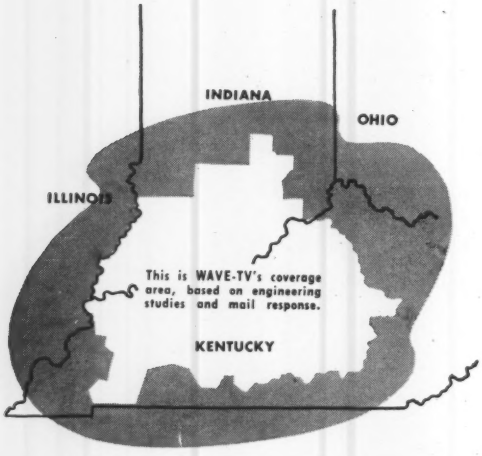
Renewal of License

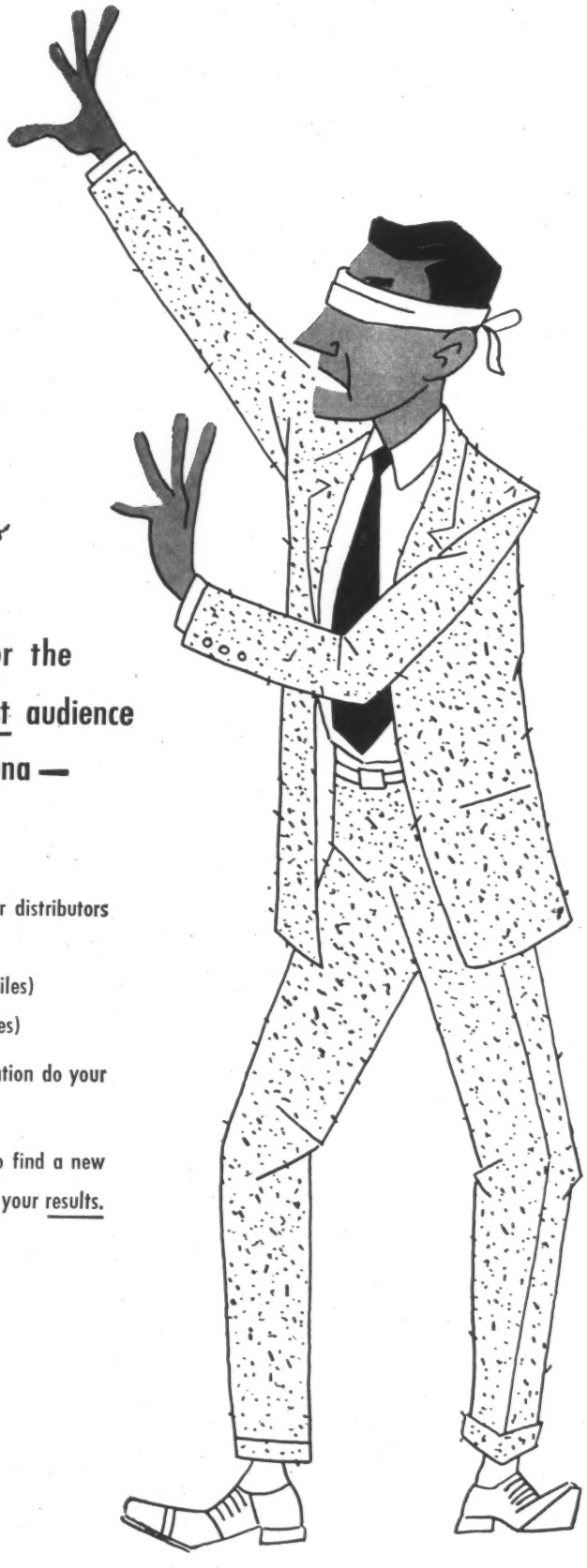
The following stations were granted renewal of licenses for the regular period:

WSOC-FM Charlotte, N. C.; WSTP-FM Salisbury, N. C.; WORD-WDXY (FM) Spartanburg, S. C.; WHAN Charleston, S. C.; WOXF Oxford N. C.; WDSC-AM-FM Dillon, S. C.; WBCU Union, S. C.; WGSW Greenwood, S. C.; WJOT Lake City, S. C.

Haines City, Fla., KWK Inc.—Denied request for assignment of call letters WFCC to its new am station (BP-8718) because of connotation with initials of Federal Communications Commission.

GROPING?





IF you're feeling around in the dark for the TV station that gives you the biggest audience in Kentucky and Southern Indiana —

ASK YOUR REGIONAL DISTRIBUTORS!

Pick up your telephone and call your distributors in Louisville—

—and Evansville (101 air miles)

—and Lexington (78 air miles)

Ask them all, "What Louisville TV station do your neighbors prefer?"

Make the calls now. It'll cost you a few bucks to find a new light on the subject, but it will save you many on your results.

WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES, Exclusive National Representatives

TELESTATUS

December 6, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 293,120
►WBRC-TV (6) CBS; Katz; 286,494
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown
Decatur†—
►WMSL-TV (23) NBC; Walker; 20,100
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 43,450
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-12/15/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 101,523
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 105,570
►KPHO-TV (5) CBS, DuM; Katz; 101,523
KTVK (3) Weed; 6/10/54-1/15/55
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 34,886
►KVOA-TV (4) ABC, NBC; Raymer; 34,866
Yuma†—
►KIVA (11) NBC, DuM; Grant; 24,670

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 81,258
KETV (23) 10/30/53-Unknown
Arkansas Tv Co. (11) 11/4/54-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 77,233
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 82,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 18,000
Fresno—
KBID-TV (53) See footnote (c)
►KJEO (47) ABC, CBS; Branham; 142,796
►KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 1,955,185
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Katz; 1,955,185
►KHJ-TV (9) DuM; H-R; 1,955,185
►KNXT (2) CBS; CBS Spot Sls.; 1,955,185
►KRCA (4) NBC; NBC Spot Sls.; 1,955,185
KTHE (*28). See footnote (c)
►KTLA (5) Raymer; 1,955,185
►KTTV (11) Blair; 1,955,185
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) 9/29/54-Feb. '55
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 1,016,110
►KPIX (5) CBS; Katz; 1,016,110
►KRON-TV (4) NBC; Free & Peters; 1,016,110
►KSAN-TV (32) McGillvra; 125,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 76,715
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KOVR (13) DuM; Blair
►KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 52,223
►KRDO-TV (13) NBC; McGillvra; 32,000
Denver—
►KBTV (9) ABC; Free & Peters; 253,596
►KFEL-TV (2) DuM; Blair; 253,596
►KLZ-TV (7) CBS; Katz; 253,596
►KOA-TV (4) NBC; Petry; 253,596
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
►KFXJ-TV (5) NBC, ABC, DuM; Holman; 6,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

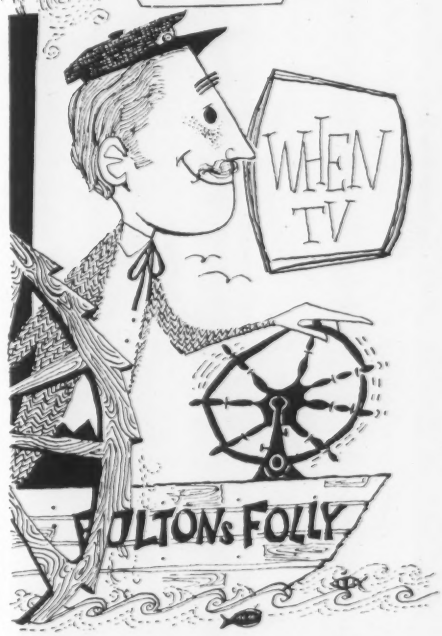
Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
►WGTH-TV (18) ABC, DuM; H-R; 203,670

Total stations on air in U. S. and possessions: 415; total cities with stations on air: 276. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 34,218,312.
*Indicates educational stations.
†Cities NOT interconnected to receive network service.
(a) Figure does not include 353,013 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.
(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WPFA (TV) Pensacola, Fla.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WLBR-TV Lebanon, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WTOV-TV Norfolk, Va.
(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

EVEN FULTON WATCHES

W·H·E·N



Drop the compass overboard—the skipper's eyes are better than radar for keeping him straight and true on Channel 8.

Most folks in Fulton, N. Y., can't tell a mizzenmast from a main bearing, but one thing they're sure of—WHEN-TV is the greatest thing since the invention of water-wings.

In Fulton, as in 250 similar communities, people love their daily cruise on Channel 8. And they get really steamed up about the goodies they see on their travels. Buy everything in sight, they do!

Want to be a port of call on the most heavily traveled route in upstate New York?

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A MEREDITH STATION

Everybody WATCHES
W·H·E·N TV
CHANNEL 8
SYRACUSE, N.Y.

KGLO
TV CHANNEL 3
MASON CITY, IOWA

Now Serving...

Sell more people in the rich area of Northern Iowa and Southern Minnesota with KGLO-TV.

Reach more homes in this vast land of corn, hogs and beef that lies midway between Des Moines and Minneapolis with KGLO-TV.

Set Count as of December 1
100 micro-volt contour . . . 112,572

Represented by Weed Television

LEE STATIONS
National Sales Offices
WCU BUILDING • QUINCY, ILLINOIS

Affiliated with KGLO-AM-FM
KHQA-TV, WTAD-AM-FM — Quincy, Ill.

New Britain—
► WKNB-TV (30) CBS; Bolling; 219,422
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 156,000

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 660,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 655,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 646,900
► WTTG (5) DuM; Blair; 619,000
Washington Metropolitan Tv Corp. (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 10,439
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 81,000
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 287,600
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 22,500
Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 85,000
WPFA (15) See footnote (c)
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 115,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
WTVT (13) Avery-Knodel; 9/2/54-1/15/55
West Palm Beach—
WEAT-TV (12) ABC; Walker; 2/18/54-1/1/55
► WIRK-TV (21) ABC, DuM; Weed; 41,220
► WJNO-TV (5) NBC, ABC, CBS, DuM; Meeker; 222,500

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 460,130
WQXI-TV (36) 11/19/53-Early Dec. (granted STA Oct. 26)
► WSB-TV (2) NBC; Petry; 475,221
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 121,200
► WRDW-TV (12) CBS; Headley-Reed; 110,000
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 80,220
► WRBL-TV (4) CBS; Hollingbery; 85,592
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) Weed; 135,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 54,341
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55

IDAHO

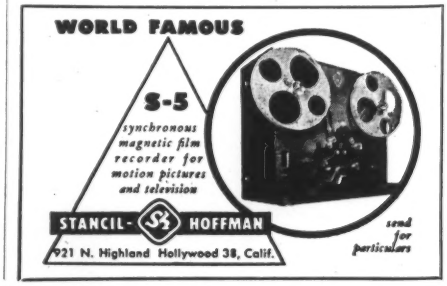
Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 37,075
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 31,150
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 290,900
Bloomington—
► WBLN (15) McGillvra; 113,342
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 2,050,000
WHFC-TV (26) 1/5/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 140,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 34,692
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) CBS, NBC; Headley-Reed; 214,837
► WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 124,500
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 219,257
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 85,000

INDIANA

Bloomington—
► WTTV (4) ABC, NBC, DuM; Meeker; 584,843 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 204,103
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 74,776
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 112,186
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) ABC, CBS, DuM; Katz; 665,000
► WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 64,250
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 84,700
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; 8/12/54-Unknown



Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
►WSBT-TV (34) CBS, DuM; Raymer; 203,520
Terre Haute—
►**WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267**
Waterloo (Fort Wayne)—
►WINT (15) ABC, CBS; H-R; 104,345

IOWA

Ames—
►**WOI-TV (5) ABC, CBS, DuM; Weed; 247,590**
Cedar Rapids—
►**KCRG-TV (9) ABC, DuM; Venard; 116,333**
►WMT-TV (2) CBS; Katz; 245,120
Davenport (Moline, Rock Island)—
►WOC-TV (6) NBC; Free & Peters; 295,156
Des Moines—
►KGTV (17) ABC; Hollingbery; 76,500
►**WHO-TV (13) NBC; Free & Peters; 286,000**
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
►**KQTV (21) ABC; Pearson; 42,100**
Mason City—
►KGLO-TV (3) CBS, DuM; Weed; 112,572
Sioux City—
KCTV (36) 10/30/52-Unknown
►KTIV (4) NBC; Hollingbery
►KVTV (9) ABC, CBS, DuM; Katz; 120,123
Waterloo—
►**KWWL-TV (7) NBC, DuM; Headley-Reed;** 140,763

KANSAS

Great Bend†—
►KCKT (2) Bolling
Hutchinson—
►**KTVH (12) CBS, DuM; H-R; 151,726**
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
►KOAM-TV (7) ABC, NBC, DuM; Katz; 70,197
Topeka—
►**WIBW-TV (13) ABC, CBS, DuM; Capper Sls.;** 388,142
Wichita—
►KAKE-TV (10) ABC; Hollingbery
►**KEDD (16) NBC; Petry; 124,311**
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
►**WEHT (50) CBS; Meeker; 62,075**
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) Forjoe; 4/13/54-1/15/55
Louisville—
►**WAVE-TV (3) ABC, NBC, DuM; NBC Spot** Sls.; 414,755
►**WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)**
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
►**KALB-TV (5) Weed**
Baton Rouge—
►**WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000**
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
►KPLC-TV (7) NBC; Weed; 55,935
►KTAG (25) CBS, ABC, DuM; Young; 30,000
Monroe—
KFAZ (43) See footnote (c)
►**KNOE-TV (8) CBS, NBC, ABC, DuM; H-R;** 176,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
►**WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412**
►WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992
Shreveport—
►**KSLA (12) ABC, CBS, NBC, DuM; Raymer;** 65,100
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
►**WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104**
►**WTWO (2) Venard**
Lewiston—
►**WLAM-TV (17) DuM; Everett-McKinney; 21,707**
Poland Spring—
►**WMTW (8) ABC, CBS, DuM; Harrington,** Righter & Parsons; 259,933
Portland—
►WCSH-TV (6) NBC; Weed; 141,504
►**WGAN-TV (13) ABC, CBS; Avery-Knodel**
►WPMT (53) DuM; Everett-McKinney; 30,100

MARYLAND

Baltimore—
►**WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 575,174**
►**WBAL-TV (11) NBC; Petry; 575,174**
WITH-TV (72) Forjoe; 12/18/52-Unknown
►**WMAR-TV (2) CBS; Katz; 575,174**
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
►**WBOC-TV (16) ABC, DuM; Burn-Smith; 40,760**

MASSACHUSETTS

Adams (Pittsfield)—
►WMGT (19) DuM; Walker; 169,015
Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,239,424
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,239,424
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
►**WTAO-TV (56) DuM; Everett-McKinney; 178,000**
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 156,000
►WWLP (61) ABC, NBC; Hollingbery; 156,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 67,401

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

"Join the parade of successful advertisers," is WINDY's advice to you!

WINDY, the guiding spirit of TV in Central Kansas, knows that prestige accounts now using **KTVH** as an advertising medium will promote better results for you.

WINDY says, "There are still openings in this Blue Ribbon list. *Better investigate, today!*"

KTVH
HUTCHINSON

VHF 240,000 WATTS

CBS BASIC — DUMONT
Represented Nationally by H-R Representatives, Inc

CHANNEL 12

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager*

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 22,400
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 62,410
Detroit—
WBID-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*58) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,466,000
► WXYZ-TV (7) ABC; Blair; 1,308,200
WJLB-TV (50) 9/8/54-Unknown
► CKLW-TV (9) See Windsor, Ont.
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 460,860
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 514,400
Lansing—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 407,256
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
WSBM-TV (51) 10/29/53-Dec. '55
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 69,250
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) DuM; H-R; 6/10/54-1/9/55
► WCCO-TV (4) CBS; Free & Peters; 533,000
► WTCN-TV (11) ABC; Blair; 533,000
Rochester—
► KROC-TV (10) NBC; Meeker; 92,386
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 533,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 61,000
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 108,450
Meridian†—
WCOC-TV (30) See footnote (c)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

MISSOURI

Cape Girardeau†—
► KFVS-TV (12) CBS
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R, 53,048.
Festus†—
KACY (14) See footnote (c)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 136,032
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin—
► KSWM-TV (12) CBS; Venard; 81,270
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 440,665
► KMBC-TV (9) CBS; Free & Peters; 440,665
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 440,665
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 111,780
St. Louis—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls., 691,780
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Forjoe; 57,000

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 56,880
► KYTV (3) ABC, NBC; Hollingbery; 58,670

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed, 17,500
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 14,000

NEBRASKA

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
► KUON-TV (*12)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-1/1/55
Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 16,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 51,716
► KGGM-TV (13) CBS; Weed; 49,289
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 24,642

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 125,000
► WTRI (35) CBS; Blair; 125,633
WTVZ (*17) 7/24/52-Unknown

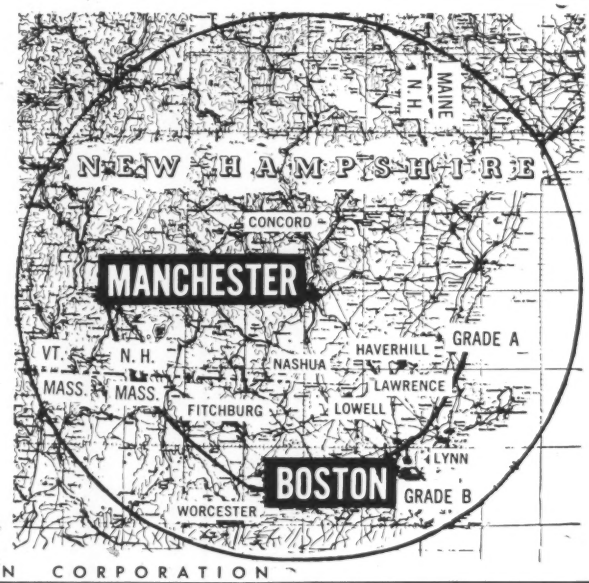
WMUR-TV
THE STATE STATION

VHF CHANNEL 9 MANCHESTER N. H

THE BEST SIGNAL—AND LOCAL COVERAGE FROM WITHIN THE MARKET

9 out of 10 New Hampshire counties	113,825 TV families
PLUS—*Coverage of northern Massachusetts—Lowell, Lawrence, Haverhill, Fitchburg area*	235,063 TV families
PLUS—*Coverage of southern and eastern Vermont*	13,200 TV families
PLUS—*York County, Maine*	19,250 TV families
Total PRIMARY coverage	**381,338 TV families**

4 Million People Live in This Area ▶



REPRESENTED BY WEED TELEVISION CORPORATION

Binghamton—
► **WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 301,890**
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) Young; 12/2/53-12/1/54 (granted STA Nov. 18)
Buffalo—
► **WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 422,590. See footnote (a).**
► **WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000**
► WGR-TV (2) ABC, NBC, DuM; Headley-Reed; 425,567
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
► **WCNY-TV (7) ABC, CBS; Weed**
Elmira—
WTVE (24) See footnote (c)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
Kingston—
► **WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 18,000**
New York—
► **WABC-TV (7) ABC; Weed; 4,180,000**
► **WABD (5) DuM; Avery-Knodel; 4,180,000**
► **WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000**
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► **WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000**
► **WPIX (11) Free & Peters; 4,180,000**
► **WRCA-TV (4) NBC; NBC Spot Sls.; 4,180,000**
► **WATV (13) See Newark, N. J.**
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► **WHAM-TV (5) NBC; Hollingbery; 255,000**
► **WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000**
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► **WVET-TV (10) ABC, CBS; Bolling; 255,000**
Schenectady (Albany, Troy)—
► **WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 395,400**
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 350,500
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 351,750
Utica—
► **WKTV (13) ABC, CBS, NBC, DuM; Cooke; 151,000**

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 32,300
► WLOS-TV (13) ABC, DuM; Venard; 277,000
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Late '54
Charlotte—
► WAYS-TV (36) ABC, NBC; Bolling; 56,338
► **WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 430,276**
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► **WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 252,716**
Greenville—
► **WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800**
Raleigh—
► **WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 112,600**
Washington†—
North Carolina Tv Inc. (7) 10/27/54-Unknown
Wilmington†—
► **WMFD-TV (6) ABC, NBC; Weed; 36,660**
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 245,189
► WTOB-TV (26) ABC, DuM; H-R; 75,000

NORTH DAKOTA

Bismarck†—
► **KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915**
Fargo†—
► **WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000**
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► **KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000**
Valley City†—
► **KXJB-TV (4) CBS; Weed; 50,000**

OHIO

Akron—
► **WAKR-TV (49) ABC; Weed; 174,066**
Ashtabula†—
► **WICA-TV (15) 25,000**
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
► **WCET (*48) 2,000**
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► **WKRC-TV (12) CBS; Katz; 662,236**
► **WLWT (5) NBC; WLW Sls.; 525,000**
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,063,130
WHK-TV (19) 11/25/53-Unknown
► **WNBK (3) NBC; NBC Spot Sls.; 1,045,000**
► WXEL (8) ABC, CBS, DuM; Katz; 1,063,000
Columbus—
► **WBNS-TV (10) CBS; Blair; 307,000**
► **WLWC (4) NBC; WLW Sls.; 307,000**
WOSU-TV (*34) 4/22/53-Unknown
► **WTVN-TV (6) DuM; Katz; 381,451**
Dayton—
► **WHIO-TV (7) CBS, DuM; Hollingbery; 637,330**
WIFE (22) See footnote (c)
► **WLWD (2) ABC, NBC; WLW Sls; 320,000**
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Early '55
► WLOK-TV (73) ABC, CBS, NBC; H-R; 63,557
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► **WSTV-TV (9) CBS; Avery-Knodel; 1,083,900**
Toledo—
► **WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 303,050**
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 146,000
► **WKBN-TV (27) ABC, CBS, DuM; Raymer; 144,872**
Zanesville—
► **WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000**

OKLAHOMA

Ada—
► **KTEN (10) ABC; Venard; 180,000**
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► **KGEO-TV (5) ABC; Pearson; 118,000**
Lawton†—
► **KSWO-TV (7) DuM; Pearson; 54,540**
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
► **KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel; 245,000**

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CBS BASIC

WBEN-TV

CHANNEL 4

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Get the WBEN-TV Story from HARRINGTON, RIGHTER & PARSONS, INC.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Oklahoma City—
KETA (*13) 12/2/53-Unknown
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC; H-R; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 296,081
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 123,614
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) Blair; 7/8/54-12/5/54 (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 30,000
Klamath Falls†—
KFJI Broadcasters Inc. (2) Initial Decision 11/8/54
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,500
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/1/55
► KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 196,856
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) 7/16/53-12/4/54 (granted STA Nov. 24)
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 47,043
Harrisburg—
► WCMB-TV (27) Cooke
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 805,604
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 602,350
WWLA (21) 5/7/53-Fall '54
Lebanon†—
WLBR-TV (15) See footnote (c)
New Castle—
► WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,854,637
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,820,000
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 412,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,870
Scranton—
► WARM-TV (16) ABC; Hollingbery; 181,397
► WGBI-TV (22) CBS; Blair; 185,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 200,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 190,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,143,201
► WNET (16) ABC, CBS, DuM; Raymer; 72,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA 9/23/53)

SOUTH CAROLINA

Anderson (Greenville)—
► WAIM-TV (40) CBS; Headley-Reed; 76,121
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 139,832
► WUSN-TV (2) NBC, DuM; H-R; 138,000
Columbia—
► WCOS-TV (25) ABC, DuM; Headley-Reed; 66,000
► WIS-TV (10) ABC, NBC, DuM; Free & Peters; 133,542
► WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
► WBTW (8) ABC, CBS; CBS Spot Sls.; 100,000
Greenville—
► WFBC-TV (4) NBC; Weed; 317,226
► WGVL (23) ABC, DuM; H-R; 101,200
► WAIM-TV (40) See Anderson
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 105,897

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 109,834
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-3/1/55
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 95,110
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050
Memphis—
► WHBQ-TV (13) CBS; Blair; 306,199
► WMCT (5) ABC, NBC, DuM; Branham; 306,199
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 216,940
► WSM-TV (4) NBC, DuM; Petry; 201,453
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 207,158

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 39,983
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 60,902
► KGNC-TV (4) NBC, DuM; Katz; 60,902
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 92,207
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 33,580
Beaumont Bcstg. Corp. (6) CBS; 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
► KVDO-TV (22) ABC, NBC, DuM; Young; 27,600
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 414,944
► WFAA-TV (8) ABC, NBC, DuM; Petry; 414,944
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 60,602
► KTSM-TV (9) NBC; Hollingbery; 56,766
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 416,000
KFJZ-TV (11) 9/17/54-Unknown
Galveston—
► KGUL-TV (11) CBS, DuM; CBS Spot Sls.; 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 44,626
Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 378,000
► KTRK-TV (13) ABC; Blair
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 24,171
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 63,843
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 65,679
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
Forest Capital Bcstg. Co. (9) Venard; 11/17/54-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-Unknown
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 220,777
► WOAI-TV (4) NBC; Petry; 220,777
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 94,292
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 86,110
Tyler†—
KETX (19) See footnote (c)
► KLTV (7) NBC, ABC, DuM, CBS; Pearson; 54,000
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 48,960
KWTX Bcstg. Co. (10) Initial Decision 9/30/54
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 44,626
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,100
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 166,800
► KTVT (4) NBC; Blair; 166,800
► KUTV (2) ABC; Hollingbery; 165,200

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC, DuM; Weed; 97,173

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Avery-Knodel; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 93,971
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 339,190
WTOV-TV (27) See footnote (c)
► WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 470,108
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 288,976

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 127,653
Pasco†—
KPKR-TV (19) 11/3/54—Unknown
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 387,300
► KOMO-TV (4) NBC; Hollingbery; 387,300
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 92,310
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 93,803
► KREM-TV (2) Petry
Tacoma (Seattle)—
► KTVW (13) Branham; 387,300
► KTNT-TV (11) CBS, DuM; Weed; 387,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 30,789

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
►WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
►WKNA-TV (49) ABC; Weed; 47,320
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
►WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
►WSAZ-TV (3) ABC, NBC, DuM; Katz; 448,382
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
WOAY-TV (4) ABC; Weed; 6/2/54-Dec. '54
Parkersburg†—
►WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
►WTRF-TV (7) ABC, NBC; Hollingbery; 281,811
►WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
►WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) 3/10/54-Unknown
►WMBV-TV (11) See Marinette
La Crosse†—
►WKBT (8) ABC, CBS, NBC, DuM; Raymer; 40,000
WTLB (38) 12/16/53-Unknown
Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 65,000
►WMTV (33) ABC, NBC, DuM; Bolling; 61,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
►WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 408,900
►WOKY-TV (19) DuM; Bolling; 378,340
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 722,178
►WTVW (12) ABC, DuM; Petry
Neenah—
►WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS, DuM; Free & Peters; 70,000
►KDAL-TV (3). See Duluth, Minn.
Wausau—
►WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 37,500

WYOMING

Cheyenne†—
►KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 49,000

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed; 14,000
►KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 60,000
►KONA (11) NBC; NBC Spot Sls; 60,000
►KULA-TV (4) ABC, DuM; Young; 62,000

PUERTO RICO

San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
►WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
►CHCT-TV (2) CBC; All-Canada, Weed
Edmonton, Alt.—
►CFRN-TV (3)
Hamilton, Ont.—
►CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500
Kitchener, Ont.—
►CKCO-TV (13) CBC, CBS; Harry, Weed; 75,000
London, Ont.—
►CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627
Montreal, Que.—
►CBFT (2) CBC French; CBC; 221,216
►CBMT (6) CBC; CBC; 221,216
Ottawa. Ont.—
►CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
►CFPA-TV (2) CBC; All-Canada, Weed
Quebec City, Que.—
►CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.†—
►CKCK-TV (2) CBC, CBS, NBC; All-Canada, Weed; 10,000
Rimouski, Que†—
►CJBR-TV (3) CBC; CBC
St. John, N. B.†—
►CHSJ-TV (4) CBC; All-Canada, Weed; 12,000
Sudbury, Ont.†—
►CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 11,249
Toronto, Ont.—
►CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
►CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
►CKLW-TV (9) CBC, DuM; Young
Winnipeg, Man.†—
►CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
►XEJ-TV (5) National Time Sales; 43,650
Tijuana† (San Diego)—
►XETV (6) Weed; 260,550

UPCOMING

DECEMBER

Dec. 6: Rhode Island Radio & Tv Bcstrs. Assn., Crown Hotel, Baltimore.

JANUARY

Jan. 10: BAB Clinic, Miami, Fla.
Jan. 11: BAB Clinic, Jacksonville, Fla.
Jan. 12: BAB Clinic, Birmingham, Ala.
Jan. 13: BAB Clinic, Atlanta, Ga.
Jan. 14: BAB Clinic, Augusta, Ga.
Jan. 19: First meeting, Broadcast Advertising Council of Chicago.
Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.
Jan. 22-23: Third annual Retail Advertising Conference, Sheraton Hotel, Chicago.
Jan. 24: BAB Clinic, Chattanooga, Tenn.
Jan. 25: BAB Clinic, Nashville, Tenn.
Jan. 26: BAB Clinic, Columbia, S. C.
Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.
Jan. 27: BAB Clinic, Charlotte, N. C.
Jan. 28: BAB Clinic, Raleigh, N. C.
Jan. 30-Feb. 4: American Institute of Electrical Engineers mid-winter general meeting, Hotels Statler and Governor Clinton, New York.

FEBRUARY

Feb. 7: BAB Clinic, Phoenix.
Feb. 8: BAB Clinic, Los Angeles
Feb. 9: BAB Clinic, Fresno, Calif.
Feb. 10: BAB Clinic, San Francisco.
Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.
Feb. 11: BAB Clinic, Sacramento.
Feb. 13-19: National Advertising Week.

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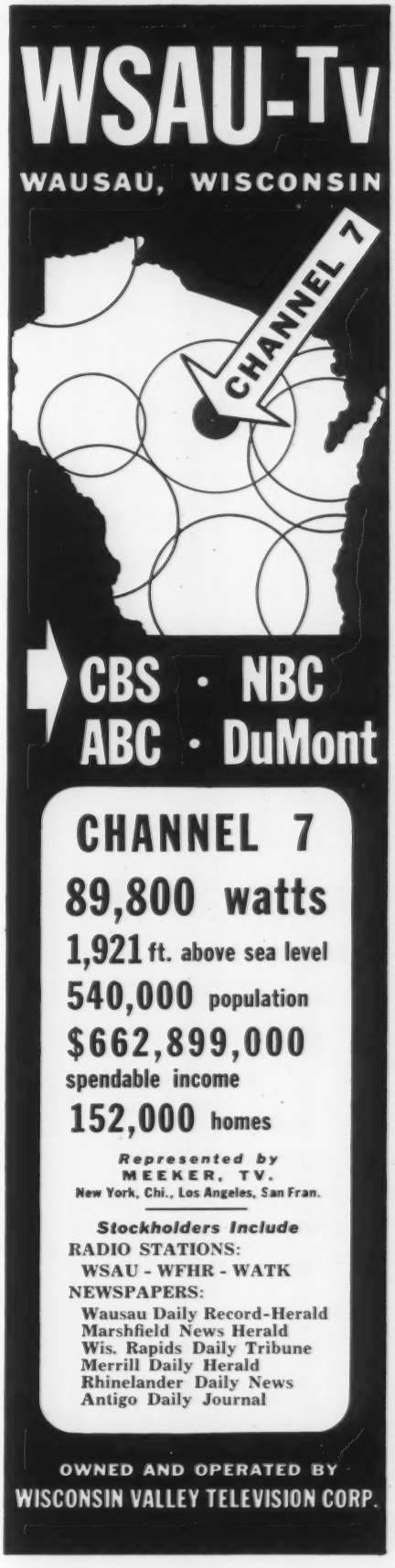

What's the Rush?

IN PETITIONING for quick authorization of subscription television, Zenith Radio Corp. has asked the FCC to rush a decision on an issue which should be examined with deliberation and utmost care.

Not since it issued its television allocations report, ending the long freeze and opening the way for vast tv expansion, has the FCC had before it an issue of such profound importance as subscription tv. It is an issue vital to the future of television broadcasters, advertisers, agencies and others associated in the business. It is also a matter of significant public concern.

The introduction of subscription tv service would inevitably affect the status of television as an advertising medium, disturb conventional viewing habits of the television audience and influence the basic economic structure of the medium.

We do not know—nor does anyone else—whether these effects would be good or bad, would constitute a net improvement or degradation of the U. S. television system, would provide the public with an increase in the number and variety of tv programs or a loss.

To date the only extensive comment on the subject of subscription television has come from interests associated with the technical development of subscription tv. If others have thought about the subject, they have kept their thoughts quiet. At this stage the FCC has an absolutely one-sided case to consider.

In its petition for early approval of pay-as-you-see television, Zenith said that there was now an absence of empirical knowledge of the effects that might be generated by such a system. That is undeniable as is also the fact that opinion on the subject would of necessity be speculative.

But even speculation can be valuable if it comes from people of intelligence and experience in television broadcasting and advertising. It can be particularly valuable if it comes from a good cross-section of interests in the field.

If the FCC is to act in the public interest in this case, it should invite comments before it acts. And the best minds in the business should accept the invitation as a command performance.

Nine Out of Ten . . .

NINE OUT of ten in the business of broadcasting ask: "Is the FCC more political under Eisenhower than it was under Truman?"

The answer is that it probably would be if the GOP politicians had their way. But the eyes of Congress are upon it—probing, penetrating Democratic eyes.

There's no question about the original intent of the party political leaders, out to make up for 20 years of patronage famine. They saw in television, patronage rewards that would make pygmies of those postmasters, public works, rivers and harbors and other erstwhile spoils that belong to the victors.

But they didn't reckon with the opposition. Hardly an action of the FCC escapes the notice of Capitol Hill. If the Senators or Congressmen themselves do not get the word at first-hand, their assistants or the committee experts on communications do. The Bricker network investigation committee, whatever its ultimate fate, watches the FCC's every move. And what the legislators don't learn at the staff level they're almost certain to get from broadcaster competitors of those about to be annointed.

Politics, to a greater or less extent, has been a factor with every Commission since regulation of communications began in 1927. It has been more brazen with some commissions than with others. That is a situation not peculiar to the FCC; it has permeated most of the regulatory agencies. Usually the only ones who talk about it out loud are the political adversaries of those in office for the nonce. It works the same way in reverse, Republican or Democratic.

The point is that the GOP team, whatever its intent, has goofed aplenty. Stalwart Republicans, who were with Ike before Chicago, are disillusioned. Among them are many newspapers who feel the Republican FCC has out-dealed the New Deal on the newspaper-ownership philosophy, under the guise of "diversification" of media. Many GOP job-hunters are still looking.

The stunning blow was the loss of the Nov. 2 elections and the imminent return in January of a Democrat-led Congress. Irate Republicans are pointing the finger at the patronage battery of GOP Chairman Leonard W. Hall and Assistant to the President Sherman Adams. We wouldn't know how they've done on the whole front, but in the communications sector, they haven't won many contests.

Doubtless that's the reason there's talk of a new battery when early training begins for the new Congressional season in January.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"This show is a natural for a lumber company . . . we'll call it *Saw It Now!*"

Does Biggest Mean Best?

"*THE dollar volume of advertising in newspapers is greater than that of all . . . radio, magazines, tv put together*": *Statement by James Gediman, executive vice president, the* American Weekly *and* Puck, The Comic Weekly.

"What is frequently forgotten is that both tv and radio tend to be used with thoroughgoing frequency and adequacy. Newspapers and magazines are paid the doubtful compliment that a little goes a long way": IBID.

"Certainly we should not embrace the newspaper as the best merely because it is the oldest. But I suggest it is equally judicious not to embrace television as the best merely because it is the newest": IBID.

There is a delightful inconsistency of argument in this assemblage of observations, relatively factual though each may be. They are culled from a speech by Mr. Gediman at the American Assn. of Advertising Agencies eastern annual conference in New York a fortnight ago [B•T, Nov. 29].

Taking his reference to the magnitude of newspapers' advertising volume, is it his point that newspapers are best because they're biggest? If this is his standard, we are constrained to observe that the broadcast media have made whopping strides and are still eating up the distance despite newspapers' hundred-year jump. If so, again, what is the point about the "frequently forgotten" fact that "both tv and radio tend to be used with thoroughgoing frequency and adequacy"? Is this a slur on their effectiveness as advertising media, and on the business judgment of the advertisers?

As for the basis to be used in selecting media to "embrace," as Mr. Gediman puts it, would it not be most sensible to embrace the ones with demonstrated ability to sell most for least? Like radio and tv, for instance.

Mr. Gediman also noted that among $25,000-and-more advertisers last year, 57% of those who used network radio at all used it to the tune of $1 million or more for time only (56% in the case of tv). Would it be out of line to suggest that these advertisers have found the broadcast media worth the money and that their broadcast advertising, in the national spot as well as network fields, have contributed to their success and their ability to put more and more into broadcasting?

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because all the stars are experts

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And better yet, Homemakers' Institute is backed by merchandising to help food brokers, appliance distributors and sales representatives.

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MOLLIE MARTIN
Homemaking Expert
Inspiring and friendly Mollie brings amazing new interests to all housewives plus most intriguing interviews.

KITTY DIERKEN
Fashion Expert
Interviewing a famous guest or selling a product . . . it's her contagious enthusiasm that makes her so famous.

BOB JONES
Expert Announcer
Bob adds continuity from one set to another . . . keeps the show moving. When he does a commercial, he sells, BUT GOOD!

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